

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE: NO. 10 SPRUCE STREET, NEW YORK.

VOL. VI.

NEW YORK, MAY 18, 1892.

NO. 20.

THE POULTRY MONTHLY,
ALBANY, N. Y., May 7, 1892. }

Editor of PRINTERS' INK :

We have been running two ads. in our condensed columns since last Sept., and to continue one year, for which, we think, we are entitled to six yearly subs. to PRINTERS' INK. If we are right in this, please send same to

Isburn P. Vos, 28 Alexander St., Albany, N. Y.

H. S. Babcock, 17 Butter Exchange, Providence, R. I.

E. B. Thompson, Amenia, N. Y.

Joseph Wallace, Janesville, Wis.

Geo. E. Peer, Rochester, N. Y.

Ferris Publishing Co., Albany, N. Y.

If you can, please drop postal to the complimentaries that "P. I." is sent them at our request.

Last year we accepted in payment for an adv. 20 subscriptions to "P. I.," and we consider it one of the best investments we ever made. One of them, to the foreman of compositors' room, who has charge of all our advertising "setting up" and "making up," has more than paid for the entire lot. We do not receive a publication, either by exchange or sub'n which is looked for so earnestly or read and studied so carefully. Five times its cost would not induce us to go without it. We sincerely hope your case with the P.-O. authorities will be settled in your favor and that soon.

If Printers Ink can be desired second class rates, the rest of us are in imminent danger of sudden violent death, for third class rates would kill more of us dead as a mass than the ruling that would throw out "P. I." would apply to almost every publication in the country.
Yours truly, Ferris Pub Co.

Successful Advertisers

are those who use judgment in placing their advertisements, as well as brains in constructing them.

A successful advertiser, wishing to create a demand in the country for his goods, doesn't insert his advertisement in city papers—for the reason that comparatively few copies reach country readers.

Neither does he depend upon the weekly editions of the city dailies if he desires to thoroughly cover any particular territory, for he can expect to reach but few people in any of the towns, and in many of them none. Such a straggling circulation accomplishes very little in establishing a permanent trade demand. A successful advertiser places his advertising in the *local weeklies* of the section which he wishes to thoroughly cover, knowing that with well-constructed advertisements, kept persistently before the readers, a demand will be created for his goods, which will continue to grow in proportion to the amount of methodical and judicious advertising done.

To reach the country reader he uses the country weekly.

The Atlantic Coast Lists comprise 1400 local country papers.

Sixty per cent of them are the **only papers** in their respective towns.

More than one-sixth of the country readers of the United States are reached weekly.

Half a cent a line a paper for transient advertising. Quarter of a cent when 1,000 lines are engaged. If electrotpe is used but one is needed.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

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CUMULATIVE ADVERTISING.

By Henry H. Cole.

(Adv. Manager for Pope Manufacturing Co.)

The more advertising you do, the more power what you do do has.

Roughly but forcibly stated, that is what it means. But not all.

It means more.

It is retroactive. The more advertising you do, the more power what you have done has.

The first insertion of an advertisement in a medium makes but little impression.

The second insertion makes a deeper impression than the first, and also helps to deepen the impression of the first.

The third insertion goes still deeper, and also helps the two before it.

And so on, *ad infinitum*.

I well remember, in boyhood days, the advertisement of an insurance agent. It always occupied the same place in the county paper. It always remained the same; revised yearly, perhaps, to drop out the name of a company represented or add a new one.

Poor advertising, according to modern usage.

Yet it did its work. Each insertion of the advertisement had but little power in itself, yet it was helped by all that had gone before, and helped in return each previous and each subsequent insertion.

Thus, the constant reader of the paper learned effectually the business and the name of the agent and knew where to go in time of need.

I remember another advertiser who always occupied a certain corner of the weekly paper. The corner was well used, the matter being changed weekly. It was always read; just as much as the local column.

The firm soon became well known, and any mention of their names in any portion of the paper served as an advertisement, having additional power because they were always well advertised.

"Constant dropping wears away stone," has been quoted more than

once lately as applying to persistent advertising. The quotation is hardly enough. In this illustration each drop has only its own power. In advertising each drop not only has its own power, but takes from, without subtraction, and adds to, without loss to itself, the power of every other drop.

Illustrations might be multiplied without number.

Take Plum's Soap.

How much of their present power in the advertising line would his announcements, eloquent though they be, have, if it were not for the long line of similar announcements and artistic illustrations that have gone before? And the power of the earlier are constantly increased by the later.

And Butcher's Cocoa.

His capped and aproned maid, "fair, fat and (almost) forty," would scarce draw a glance from any eye, but that her dear figure has grown as familiar to us as that of our own mothers.

Or Bishop's Bicycles.

His men and women, gaily coasting down hill, and always fresh and happy, would gain no more attention than any other pleasing sketch, and have no more meaning, were it not that we have seen them yearly growing more and more beautiful, until we recognize them wherever we see them and doff our hats to their progenitor.

Is there no hope for the new advertiser?

Certainly.

All advertising must have a beginning.

But once begun there need be no end until the end of time is reached.

And each day, each week, each month adds its power, until the advertiser begins to reap the benefit in ever increasing ratio.

But let the growth be checked, and the power soon ceases to accumulate.

This rule holds just as good for the waning as it does for the waxing.

And the advertiser who hopes to still do business on his past reputation soon realizes his mistake.

He is lost to sight and memory.

"SEEN IN THE PAPER."

By Leon Mead.

The presiding genius of a large commercial firm in this city said to me the other day: "Within the past five years we have reduced our expenditures in newspaper advertising just about one-half. You remember, we used to be profuse advertisers in the public prints. Our reasons for retrenching in that line were owing to a system of circularizing that I invented, tried and found effective."

He then proceeded, under the promise that I would not divulge it, to explain the circularizing system which he devised and which is certainly very ingenious. But he did not convince me that he was making any more money operating thus than he did when he more liberally patronized the newspapers.

The day has gone by for circulars; at least for the kind that advertise patent medicine "fakes" and the thousand and one nostrums that the public has grown incredulous about. In some cases, doubtless, a neat circular may be used to advantage in these times, especially if it contains any announcement in which certain people are interested. On the other hand, how few there be who can spare the time to peruse every circular thrust into their hands, and how disgusted are those who, deceived by an attractive head-line and an illusory opening, wade through the dreary wilderness of hyperbole that usually is encountered in these gratuitous sheets.

A great deal is expressed in the oft heard phrase: "I saw it in the paper." It implies, first, that the matter, whether an advertisement or news, has been read; and second, it implies more or less confidence in what has been read.

How many stories are prefaced with these words: "I saw a good thing in the paper the other day"? In like manner the fair shopper enters a store and remarks: "I see by the papers you have marked down your dress goods. I'd like to look at 'em."

All this illustrates that newspapers are deliberately read and their contents remembered. I have frequently overheard men discussing politics, theology or current affairs in some public place. As a rule, they repeat the views they have read in their favorite newspapers, like so many parrots; for original thinkers do not seem to be wildly

abundant in elevated railway trains and ferryboats.

Another thing is noticeable about newspapers, and that is that people read the advertisements in them with more interest than of yore. The evolution of advertising has been rapid within the past twenty years, and it now can be well termed an art—not perhaps the polite art by which we distinguish *belles lettres*, but still an art. Brains capable of producing enthralling romances and charming poetry are now engaged in writing "ads," presumably because the latter kind of composition is more lucrative. And advertisers have come to understand that there is a broad financial gulf between loosely-constructed, ramshackle advertisements and those which are the very pink of perfection in arrangement and conciseness. And in order to place before the public artistic, attractive and effective advertisements in newspapers, clever thinkers and unimpeachable grammarians must be employed.

Can it be possible that in the Golden Age of our Republic the newspaper advertisement may have reached such a state of evolution that it will vie with the best news item or the most piquant bit of scandal in general interest?

THE GENESIS OF AN "AD."

By W. J. Black.

What is a spoonful? Ask your wife, or a female friend—or any number of them. The result will be three separate and distinct opinions, each maintained with emphasis and conviction. And yet the spoonful is the unit of the cook-book.

Is a spoonful the level fullness of a liquid, or the rounded fullness of a fine-particled powder? Or is it the heaping quantity you can pile in and with carefulness carry to the dish you are compounding?

It was this interesting problem that led to the evolution of the famous advertisement which the Cleveland Baking Powder Company has sent out in so many forms.

The company had found that the tendency of those who had been accustomed to using other powders was to put in too much. To arrive at best results, it was necessary to counteract that tendency. The puzzle was to show the average cook how much to use and how much not to use. Aside from this, it would be a winning card

to instruct consumers that less was required than they had been in the custom of using. So the manufacturers really wanted less used.

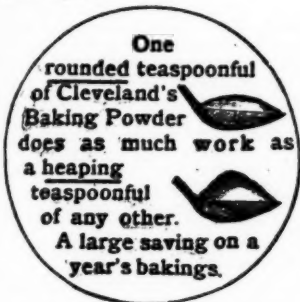
A voluminous circular was prepared, and inserted into the cans. This, however, proved a nuisance, in more ways than one. One of the difficulties was that when the can was opened and a spoon inserted, the spoon would drive the circular down in the powder. When the circular was taken out it would scatter powder around, to the aggravation of the housekeeper.

The circular took various shapes, all unsatisfactory. One of the company states that forty forms were tried.

One day, while he was puzzling over the problem, this gentleman's wife said to him, "Why don't you draw a spoonful? Show a picture of what you mean when you would indicate a spoonful of Cleveland's Baking Powder."

That was the germ of the idea. The first draft was clumsy and cumbersome, and contained three cuts. It was not designed as an advertisement. It was really an instruction, and remained so for a long time.

Its perfection for this purpose was arrived at when it assumed the following shape, in which it is inserted loosely in the top of the can:



Its efficacy as an advertisement was by no means at first recognized.

The gist of the inspiration was necessity. In one form and another, it has been one of the most telling advertisements that has become familiar to the public.

—♦♦—
We are not a heavy magazine critic, and if we were we wouldn't own it, but we do think it would have been an elegant idea for Browning to versify his poetry, and that it would be an equally elegant idea for Edwin Arnold to poetize his versification.—*Puck*,

AN ADVERTISING EXPERT.

By William O. Stoddard.

If there was ever a more skillful adept in the art of advertising than was the late P. T. Barnum, it might not be easy to name him.

There was a strong element of secretiveness in the great showman, as there must be in all crafty men. Fond as he seemed to be of telling, long afterwards, and less from vanity than for advertising, just how any of his many feats were performed, he was impenetrable while they were going on. He did not explain Joyce Heth, for instance, nor the Feejee Mermaid, while those apocryphal wonders were on exhibition. His nearest friends hardly knew, at any time, precisely what he was doing, and still less what he was going to do next.

The men in charge of his posters had their own work to do, and so did his newspaper agents; but a great deal was accomplished, with "malice prepense and aforethought," the particulars of which were not confided to any of them. They did not know, for instance, who wrote his several books or to whom he confided the instruction of the public, through the magazines, as to the inside workings of the show, circus and menagerie business, with illustrative references which called in the name of Barnum.

Perhaps no better piece of work was ever done, in his line of advertising, than that which preceded the advent in this country of the "White Elephant." Long, long before anybody could have guessed that he had great expectations from the far East, the periodical press began to teem with neatly written expositions of the extreme reverence with which the sacred animal was regarded in Siam. It was a kind of quadruped idol. It was a symbol. It was a mystery. It lived to a great and uncertain age. It was never publicly known to die. Its death was publicly lamented. It was buried with great pomp. It was embalmed. It was a gift from the king to any man whom he wished to ruin by putting upon him the cost of maintaining the magnificence of the sacred beast. In fact, there was no feature of Eastern superstition which an elephant could carry in his trunk, with some that he could not carry and much that he never dreamed of carrying, that in some way or other did not get into print.

The religious papers, the Sunday-school papers particularly, read by millions of older and younger ticket buyers, inserted these instructive contributions as very interesting reading. Not many of them sent bills to Mr. Barnum.

Then followed printed assertions that the menagerie king had sent a secret agent to negotiate for the purchase of the rare and costly object of Oriental worship. It was to be brought to America alive. Other prints insisted that no such thing could be done; that the agent had failed; that popular feeling in Siam was against it; that the price asked was beyond reason; that the delicate creature could not be transported; and then at last there was a trumpet note of success. All obstacles had been overcome, by money and diplomacy, with the aid of foreign powers, not without personal risk to the agent, and the White Elephant was at sea, on its way to Bridgeport, Conn., to become the guest of Mr. Barnum.

It was interesting to the public, then, to be informed how deeply, nervously anxious Mr. Barnum had become concerning the success of his greatest project, concerning all the features of the elephant, and particularly concerning its health. It was told, with a laugh at Barnum, how he vainly attempted to obtain upon his coming treasure a life insurance of fifty thousand dollars, and how at last he all but haunted the office and pier of the steamship company having the "critter" in charge.

The White Elephant did come—a second-class Asiatic elephant of a faded, octoroon yellow; but everybody who had read about it went to see it—once. All should have gone, if only to look at the best, most skillfully advertised animal that ever walked.

Probably the late Mr. Frank Leslie, with whom he frequently consulted, knew more than other men about this part of Mr. Barnum's methods. Some of them are apparently unfolded, a little, in the "Autobiography"—very much as Signor Blitz used sometimes to explain his prestidigitation: "That is the way. Don't you see? Anybody can do it, once it is explained. Do it yourself." And yet, for any branch of business, the periodical press offers every opportunity of reaching the popular mind, with even the White Elephants.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, April 27, 1892.

Newspaper advertising in this country may often be advantageously supplemented by distribution of pamphlets or handbills, and sometimes by a judicious system of bill posting and the display of signs. In some trades, notably the drug and chemical and the grocery trades, country shop-keepers will receive and distribute handbills, using them to wrap small parcels, and leaving them on their counters for callers to take up. It should be borne in mind that there is a certain inevitable amount or percentage of waste in such a use, as in any system of distributing. It is not usual to forward pamphlets or handbills for distribution on these lines except after making arrangements beforehand, and if this custom be neglected the waste will be increased tenfold at least, as many retailers do not distribute, and all like to have the question asked. This is perhaps best done by a well-worded advertisement to the trade in the trade papers, offering parcels of printed matter or pamphlets to applicants. It is a mistake to send too many; from 250 to 1,000 to each ordinary trader are as many as he is likely to use before they are soiled. The cost of conveyance must be prepaid, and it adds to the satisfaction of the shop-keepers if their names are printed separately at the foot of each bill, thus:

SOLD AT
JOHN SMITH'S MODERN PHARMACY,
1 Such-a-street, Somewhere, Blankshire.

Some traders make this a condition. It is very troublesome, but a successful counter-bill scheme cannot be organized otherwise.

* * * * *

Mr. Beecham has made quite a hit with small oval rubber stamps for chemists, bearing name and address, with "Depot for Beecham's Pills" added; an idea, however, not entirely novel. When Mr. Richards held the agency for the Norton door spring (now transferred to Richards & Ward, limited), a rubber stamp, at my suggestion, used to be given to ironmongers who took up local agencies, bearing an illustration of the spring, name and address of agent, and the words, "Agent for the Norton Door Check and Spring." But Mr. Beecham's stamp is quite original with him,

I have no doubt, and, indeed, I do not suppose he has ever heard of ours.

* * * * *

Pamphlets advertised to be sent by post are a useful adjunct to advertisements where a full explanation would occupy too much space, and it has sometimes paid well to advertise a pamphlet alone, letting the pamphlet do its work when it reaches the buyer. In that case the title should give an idea (such as "Advice to Dyspeptics") of the contents, so that the right class may be reached. Pamphlets are often sent by post to lists of names, obtained as in America, or to special classes (as the names in the Medical Directory, the Clergy List, etc.) As a curiosity of this kind of advertising, I was told by the proprietor of a speculative stock-broking agency that the Clergy List paid better than any other! That list, it is fair to say, comprises only the ministers of the Established Church of England. The non-conformist lists would probably not have paid at all. A very good way to get a list of moneyed people is to buy a £10 share in one or two railway or brewery companies, when you are entitled to a list of the other shareholders and their addresses.

* * * * *

House to house distribution is expensive, precarious, very wasteful, and full of uncertainty. It is best conducted through one or two charitable bodies in large towns, giving employ-

ment to uniformed boys. But even then I think the proportion of houses getting half-a-dozen copies of the pamphlet apiece is probably larger than the advertiser would care to contemplate, and, in any case, not one pamphlet in a hundred gets into any hands but those of the servants. Bill posting is done on a large scale by a few large concerns who hire and protect street stations; fly-posting on unprotected space is practically not done by any advertiser of repute. Signs at railway stations and along the line, made of substantial materials, are popular, but very costly and less remunerative than a similar newspaper outlay.

* * * * *

Show cards and tablets in shops are of course universal. Where large cards or framed signs are given, the trader will often expect to be paid for exhibiting them in hard cash, in addition to his profit on sales. Local traders often have trustworthy men, or know of such, who can be trusted to distribute literature from house to house, and this is a capital way to do in the country, if it be worth doing at all.

* * * * *

Apropos of non-newspaper advertising, I may quote from Mr. James Payn's weekly notes in the *Illustrated London News* the following. Mr. Payn is the well-known novelist and chief literary adviser to the great publishing firm of Smith, Elder & Co.: "It might have been thought that the

THEY CLAIM TO BE A FREE AND UNSUBSIDIZED PRESS.



But here is a little game you may find being played in most any community in the land.

The suggestive picture printed above is from the famous paper, the *American Nonconformist*.

The condition of affairs indicated is fostered by the workings of the Post-

Office Department. Let the banker print the papers in his own name, and be frank and open about it, and Hazen will exclude them from the mails instantler.

art of advertisement could no further go. We have them on our books, on our walls, and in the most unexpected places, such as the sails of our pleasure boats, and in stories in the newspapers which begin with a dramatic episode and end with somebody's soap or somebody's syrup. But man himself has now been pressed into the service. I met half-a-dozen fellow-creatures in Piccadilly the other day, not mere 'sandwich men,' but every inch of them spaced out with myriads of advertisements, ranging from tea to trousers, and with this amazing announcement on their foreheads, '*Space to be let on sixty men.*' This opens a new vista of employment indeed. Each man will be paid, of course, according to his superficial area, and, therefore, very fat people will be sure of a large and probably increasing income.

* * * *

"Hitherto, sandwich men have been inclined to leanness: many of them seem to have given their attention less to food than drink; but henceforward it will be worth their while to cultivate corpulence. Fathers of families, with an eye to this profession for their offspring, will no doubt bring up their children, as Mr. Squeers brought up young Wackford (also for advertisement purposes), on fat-producing food. It appears that there are at present but sixty candidates for this new calling; it is the only market not overstocked; and, what is very remarkable, it offers employment to the very class most in need of it—the obese. I now confidently look forward to the time when, in all cases of wares that may be expected to have a permanent sale, these advertising agents will be tattooed."

WANTS AND NEEDS OF ADVERTISERS.

By F. H. Dobbin.

The wants of the advertiser and his needs are two quite different things. For instance, at time of writing I want a fast horse and piano box buggy. What I actually need are two tons of coal.

An advertiser doing a fair trade in a country town wants his advertisement appearing in the weekly *Crauncher* to read like Wanamaker's. It isn't considered that Wanamaker's is a mammoth store and that the local man has a one-window, one-counter place, and sells boots and shoes only. The local

man gets the idea that because the continued-story-with-the-voice-of-spring peroration has proved successful in a city of many thousands and a trade of many millions that the style will bear transplanting into the columns of his local paper. What that advertiser really needs is not old-style pica and faultless English, but a pithy statement of what he sells and how he proposes to sell the goods.

Oddly enough, the snag he runs against when essaying to prepare his copy is a first line or "starter." He believes in a good, striking line, a catch phrase, to lead off with. A good many believe the same thing, and use it. In his reach for a text he overlooks texts all about him. He hasn't cultivated the idea of picking up a familiar phrase and fitting it to his advertising sermon. Suppose we help him with a suggestion or two.

It would seem that a field from which head-lines might be gleaned in fair and remunerative quantity is to be found among the lists of popular novels or literary work. Take for an illustration:

THE WOMAN IN WHITE.

There you have something that will catch the eye, possibly interest the reader, and to which may be added something neat, convincing and sensible about spring or summer dress goods.

JAN VEDDER'S WIFE

is a capital story by a popular author, and the remarks as to the astuteness of Mrs. Vedder and what she bought will be in order.

THE SCARLET LETTER

will arrest the eye of every reader who knows of Hawthorne's famous book, and the attention so gained may be directed to the advertiser's scarlet letter, displayed in the window on occasion.

The seeker for advertising texts may take the hint. The field is broad enough to allow of others gleaning in so extensive a territory. The man who "scratched for twenty years," and who may be at that "counter-irritant" sort of exercise yet for aught I know, will disappear. The "just arrived" and

"opening out" chestnuts will be relegated to the dead galley and melting pot. Working on the above idea, the patent medicine man can construct a series of advertisements—if he have the constructive ability—that will be a credit to his head and a profit to his patrons.

AN OLD PHYSICIAN SPEAKS.

90 West 80th Street, }
NEW YORK, May 2, 1892. }

Editor of PRINTERS' INK:

In PRINTERS' INK of Feb. 24, 1892, under the heading, "With English Advertisers," I find the following lines respecting professional advertising:

It is not desirable, on public or professional grounds either, that a poor but able man should be outrun in his profession by a richer but, perhaps, less skillful competitor. This may sound heretical to some readers of this journal, but I would enjoy hearing the other side supported by argument.

A poor but able man would not be run out by his rich competitor. If he writes a professional advertisement—name, address, specialty and hours for consultation—he will succeed in obtaining clients and a paying business.

PRINTERS' INK of April 20, 1892, under heading "With English Advertisers," has four advertisements styled "Professional Advertisements"—quoted from "Dagonet's" column in the *Referee*. They are not professional, but burlesque.

The Master of the Rolls says that it is disgraceful for a professional man to advertise, and some of the strongly Radical journals are taking him to task and accusing him of encouraging "a professional ring." The reason barristers and doctors are not allowed to advertise is that it would tend to cut down prices. It is very wrong of Lord Esher to support this conspiracy to keep up prices from the judicial bench. It would be a glorious day for England when we could find such a column of advertisements as the following, say, in the *Star*:

PROFESSIONAL ADVERTISEMENTS.

Wanted, ten thousand litigants to know that Sir Charles Russell, Q.C., is prepared to do business on highly advantageous terms. Pay a good price and have a good man. Enclose stamped envelope, and receive list of cases won during the last ten years. If you are in trouble, write or call at once.—[Advt.]

"Ta-ra-ra Boom-de-ay!" That's what Lottie Collins sings at the Gaiety; but you can hear it any day at the Law Courts. It is the song that all Mr. C. F. Gill's clients sing when he "winks the other eye" at the jury and pulls the rocket case out the fire. Terms on application. Note the address and send your solicitor. N.B.—When you ask for Mr. Gill, see that you get him.—[Advt.]

"I'll put it in the hands of my solicitor." Why, certainly. And if your solicitor is Mr. George Lewis, you are taking the wisest course.

Georgie, Georgie, pudding and pie,
Cross-examined and made 'em cry.

And what did he make 'em cry? Why, "O, George, don't George; mind what you're about." If you want a really eye-glass solicitor, tell your cabman, "Ely-place." Twenty years of uninterrupted triumph, and still facile princeps. Don't be put off with an inferior article. Remember the address—Ely-place. Don't knock; come in.—[Advt.]

"O, dear doctor, I shall die." O, no you won't—that is, if you call in Sir Andrew Clark. If you feel ill or out of sorts, drop a postcard or telephone to Sir A. C., and he'll make another man of you in five minutes. Thirteen visits to a dozen. Terms, cash. Trade-mark: punctuality, civility, and dispatch.—[Advt.]

There! Who could possibly object to professional advertisements?

A professional advertisement such as I have indicated above would be perfectly legitimate, whatever a Lord, a Master of the Rolls, a Mistress of the Robes, or any other person may say to the contrary. Yours truly,

H. A. DANIELS, M. D.

THEN AND NOW.

THE FORCE BILL OF JEFFERSON'S TIME.

"Every lad who went out for a day's fishing might have his boat stopped and his lunch bag searched by any collector who hated his father."—P. 326, vol. 3, *McMaster's History of the People of the U. S.*

REPEAL OF THE FORCE BILL IN JEFFERSON'S TIME.

"Fishing boats that went out of the Narrows for bluefish and haddock, or down the Delaware in search of shad; the market boats that supplied the stalls in New York or Philadelphia, were free to do so without a clearance."—P. 335, vol. 3, *Ibid.*

The Collector in those days could point to the law to justify his foolishness, but our Postmaster-General practices his meddlesome interference with trade journals without color of law.



A
Specimen
of
Rural
Advertising

If you don't blow
your own horn your
horn will go unblown.
From the housetop
we sound the glad tidings of great joy, buy
your Stoves and General
Hardware of
P. C. BIDDISON & CO.

MAIL ORDER ADVERTISING.

By A. V. Isakovics.

It has become a universal custom to advertise articles that can be sent through the mails in the leading papers of the country. Hundreds of firms rely on the mails only for transmitting their goods and, in fact, for securing all their business. In addition to that come the multitude of manufacturing concerns throughout the States that advertise in the press of the country in order to get agents, or to get a new article introduced by sample or otherwise. Years ago this advertising was undoubtedly more profitable than it is nowadays.

Successes in this branch of advertising are few and far between. This is due not only to the increased amount of advertising that the press of the country carry now but to the misrepresentations many concerns rely on in bringing them new business.

Frauds without end have been attempted. Frauds without end have been carried out.

In addition to these come the many firms who word their advertisements in such a way as to make the reader believe he will get something for nothing, or at least at a positive bargain, at a price at which similar goods could never be bought at any time or from any other firm in the country.

What is the natural result? There is an old saying that one can fleece some of the people some of the time, but no one can fleece all of the people all of the time. The country people of today are not what they were years ago. They do not believe as a rule what they read in an advertisement. They are apt to look at every new scheme or new advertiser as a new fraud. In short, they are afraid of sending their money for articles that are advertised, just because they have been fleeced at some time or other by an unscrupulous concern.

Of course the increased competition has undoubtedly been a factor in rendering such advertising less profitable. Every advertiser of long experience knows that the result of his *direct* advertising has fallen off considerably in late years. It is not at all an uncommon occurrence that an advertisement, placed in a real good paper that undoubtedly has a bona-fide circulation,

will bring but very few replies, if the same is so worded as to ask the reader to send any amount of money—say fifty cents or a dollar—for the article advertised. Consequently most firms that have had any experience in this line rely on the catalogues or other printed matter sent out in reply to answers from advertisements to bring them new business.

Frauds attempted by the use of the mails are punishable, it is true. The penalties are severe. I quote an extract from section 5480 of the U. S. Postal Laws and Regulations:

"If any person having devised any scheme to defraud, by means of the Post-Office establishment of the United States, shall place, or cause to be placed, any communication whatever, in any post-office or letter-box of the United States, to be sent or delivered by the said post-office establishment, or shall take or receive any such therefrom, such persons so misusing the Post-Office establishment shall be, upon conviction, punishable by a fine of five hundred dollars, or by imprisonment for eighteen months or less, or by both such punishments, at the discretion of the court."

Now this is all very well so far; but it is generally a very difficult matter to convict such people or to get the necessary proofs for conviction. It is generally at the best a very slow process, and in the meantime country people are fleeced by the hundred—by the thousand sometimes—and just that many persons or families are, so to speak, "killed" in the sense of being probable future customers for other advertisers that sell honest goods at an honest price, allowing a fair margin of profit.

Aside from this the law does not cover the many misrepresentations which are relied upon by so many firms to bring them business, and which in reality demoralize the whole mail order business of the United States.

I will quote a few examples. I will not give names, because this article is not written with any intent to injure any one's business. I simply aim to give a plain, straightforward statement of the facts. I should not be sur-

prised if some concern would answer this article, giving its view of the matter. But this will only prove to me that I have hit the nail on the head. If any one in particular feels guilty let him come forward. It may be he can give some arguments defending his practice, but I would like to hear them very much.

All my readers are undoubtedly acquainted with the cheap jewelry house advertising. For instance, where a gold watch is offered for ten cents in bold, large type, but where the closely set lines of type following this only too common statement explain that this ten cents is not to pay for the watch, but is only sent by the person ordering as a so-called guarantee of good faith and that the watch will be sent, free of all expense, C. O. D., with privilege of examination.

Now, so far everything is all right. The person ordering knows exactly what he will have to pay for the watch. But what I object to is the wording of the advertisements and circulars sent out by these firms.

That it is impossible to sell a solid gold or even silver watch with American movement for four or five dollars we all know. Gold and silver are the two standards of value, and a solid gold watch invariably contains much more gold than a five-dollar gold piece, for instance, without counting the value of the works, the labor and other expenses.

But the unsuspecting farmer has an idea that the jewelers in his nearest town make an exorbitant profit on everything they sell him. He thinks this price represents the trade price of these goods. He believes, in fact, that he will really get a solid gold watch for his five-dollar bill. But after he has been "taken in" in a deal of this kind as I have seen many country correspondents write, he becomes mistrustful of all advertisers. He is afraid to risk one cent of his hard-earned money, and as a result he and his friends are generally lost to other advertisers. You cannot blame him for it, either. He has no means at his command to discriminate between the good and bad, and what else can he do?

All the centers of commerce—as for instance New York and Chicago—have an especially bad name in the country districts, for most of the frauds operate from a large city. Detection is so much harder. They can quietly dis-

appear after they have fleeced a good many people, and start over again somewhere else under a new name. Many of them are never caught, for by the time the complaints come pouring in they are gone for good.

But to come back to misrepresentations. I have an advertisement before me, printed in an advertising sheet and occupying a full page. It is an advertisement of one of the largest novelty or cheap jewelry firms in the States, engaged in the sale, in this instance, of cheap watches.

That the house is honest I do not doubt. The proprietors unquestionably carry out their part of the contract in such a way that no one can stop them. Undoubtedly they send any person sending them money just the goods he orders. Yet I have seen letters upon letters, written by country people all over the States, in which they bitterly complain of being swindled (as they term it) by this very same firm. They write, in answering advertisements, that they will buy the goods if they are sent in care of the postmaster or some person of authority, so that they can see what they get and have it examined by some local "expert"—very likely the postmaster himself—so that they can be sure that they will not be cheated again.

That they are in good faith generally I have seen proved too often by their subsequent purchase of the goods. But the main point is this: They are afraid to send money in advance. Some of the more enterprising devise some scheme, as aforesaid, to protect them from loss, but the majority refuse absolutely to have anything to do with advertisers, especially advertisers in the same paper where they have read a deceptive advertisement by which they have been "taken in."

Now this firm I spoke of advertise in the circular before me a lady's or gent's solid gold finished watch, American style movement, for four dollars. The words **SOLID GOLD** are printed in full-face large type, and the word "finished" in small type. Now, any one would naturally believe that this watch spoken of is really solid gold. It is further stated in the advertisement that this splendid offer is only made for a limited time, and "as a matter of speculation—in a word, with a view of simply advertising the business and securing orders for goods where a reasonable profit may be expected."

Now of course this is not, strictly speaking, a fraud. The misrepresentation lies in the word "finished," used after the words "solid gold." Of course, with this is meant a cheap gold plating, but the country reader thinks he is to get a solid gold watch for his four dollars, and does not discover his mistake until he has worn the watch about three months, or until the gold plating commences to wear off. He will think he has been imposed upon, and will not only lose all confidence in the firm from whom he has purchased, but he will talk about the matter and ruin the chances of many an honest house. Many ignorant country persons cannot form an idea of the size of a large town, like New York, for instance. They have never in their life seen anything larger than the nearest county seat, and are liable to boycott that whole town, with all its army of honest workers, just because they have been imposed upon by one of the community. It is hardly possible to estimate the amount of damage done to legitimate enterprises in this way.

To quote another example: I remember a cigar which was advertised only lately in some of the highest circulation monthlies of the country. It was said to be equal to any five cent cigar of the country, and they stated also that by selling direct to the consumers they could avoid the excessive profit of the middleman. They find a willing listener in the average reader, who thinks all the time he is grossly imposed upon by local dealers, just as if a cigar store made a profit of nearly five hundred per cent. In short, the impression created in the advertisement I refer to was that the cigar was equal or better than any five-cent cigar sold in the country. A cut of two cigars crossed illustrated the advertisement.

Now, "as a special inducement to advertise the particular firm selling them," they were offered by mail at something like a dollar per hundred. The cigars really sent were small cheroots, of the shape and size of the so-called "All Tobacco Cigarettes," neatly put up in boxes of one hundred.

In fact, the cigars were of the exact size as the cut in the advertisement, and the size can therefore be readily guessed at, it being a single-column cut not occupying over thirty lines. That the person buying them would

be dissatisfied in most instances is natural, because no man could sell these little cheroots anywhere for five cents apiece as stated.

A fraud of a more dangerous character was a firm advertising a mythical story paper from a down-town address in New York. They offered to send a solid gold watch as an advertisement and as a premium with a year's subscription to the paper for only one dollar; clubs of six for five dollars. They sent a small, worthless gilded sun-dial in reply to the advertisement, and fleeced thousands of people. I am told people came specially to town from places as far as Connecticut to see the "firm" and to get their money back, but they made their trip to no purpose; the offices they occupied in Murray street were closed, as they were ejected from the building, which is owned by the Trinity Corporation, as soon as the agent of the property found out that they were engaged in a business of a dishonest character.

They advertised under different names and their advertisements were published for as long a period as three months in some of the widest circulation monthlies and weeklies of the country. Their returns must have been immense.

Why reputable papers would insert such an advertisement, that had the stamp of fraud on its face, I do not know. I have seen the advertisement, however, in at least fifty of the best-known papers.

The same "firm" also inserted advertisements of parlour furniture to be sent, as an advertisement, free of charge, if the party ordering would send ninety-five cents to pay for the cost of packing, etc.

This advertisement was published, in connection with the watch advertisement spoken of before, in a score of papers. Of course they have been stopped, but the mischief was done. It is true they sent something for the money, but it consisted of a very cheap set of toy furniture, costing perhaps five cents to make. Thousands of people were fleeced, and just that many persons spoiled for other advertisers.

The free crayon fiends, that have been advertising for so long a time in papers of undoubted standing, are another outrage on the public. I hear that the government has decided to

put a stop to this and seized over 19,000 photographs the other day in Brooklyn, that were the property of people residing all over the United States.

All their mail was seized, and the firm, which is one of the largest in that line in the country, has been compelled to insert in their circulars the statement that no pictures will be sent out until a suitable frame has been bought. That is where the profit came in. They would make the picture free (by the way a cheap "print") only if the party ordering would buy a frame for it. These are cheap frames, worth not over a dollar, and are sold for from six to nine dollars apiece. If the party failed to order a frame the picture was never made and the photo was not returned, but held, which gave the Department a chance to act.

All these are only a few examples. There are hundreds of similar enterprises going on to-day. Hundreds more have been stopped by the police and are being daily stopped. But in every case the swindlers first fleece a multitude of people before they are caught and destroy the confidence of the unsuspecting countryman and injure the whole mail order business of honest firms.

Such a state of affairs could not exist without the co-operation of the press. If all papers of good standing will absolutely refuse to insert advertisements of parties unknown or doubtful, such a thing would be impossible.

Aside from benefitting the country and the business interests of every firm doing business in the States, they would benefit themselves to a greater extent than they generally believe.

I know of only too many instances where houses, and well-known houses, too, that spend thousands and thousands of dollars, sometimes in a single paper, have absolutely refused to insert their advertisement in any paper that does not discriminate and inserts many doubtful advertisements.

MR. FIELDS says of Nathaniel Hawthorne:

"He once told me that he found such delight in old advertisements in the newspaper files at the Boston Athenæum that he passed delicious hours among them."—*Vol. 12, page 530, Houghton, Mifflin & Co's Edition of Hawthorne's Works.*

COUNTRY PUBLISHERS AND ADVERTISING AGENTS.

Country newspaper publishers, as a class, are not very friendly to general advertising agents as a class. The relations between these classes may safely be called "strained."

Denunciations of the agents at editorial conventions have been frequent and bitter. Much of this trouble is, doubtless, due to the fact that so many country publishers have taken, and do take, advertising from these agents at a nominal rate and in exchange for ink, truck and book space, and the agents are thus led to press all of them to do so. This pressure has, certainly, at times, been exercised in ways which cause resentment, and agency vinegar has been applied when sugar would have been more effective. The country publisher is usually his own business manager and clerk, and he is more sensitive to "bulldozing" than is the average employee. He naturally feels, to a proper extent, his own dignity, and resents being "sat down upon" in the way in which some of the agencies have certainly "sat" upon the country newspaper. Neither of these classes, as classes, seems to have taken much pains to understand each other, business wise, and the resulting "strained relations" are a natural outcome.

Country publishers are at fault often for unbusinesslike methods; for paying little attention to conditions of orders accepted, and resenting the insistence of agents upon their fair fulfillment. They are not uniform with themselves in prices, and thus encourage the agent to constantly seek for lower rate. The agent cannot safely pay more than the lowest rate. If A pays high and B gets in low, B will get the advertiser's business. It is nonsense to blame the agents for seeking for the best rates to be had.

On the other hand, the methods used too frequently by some agencies to secure low rates in country newspapers are insulting, tricky, deceptive, and altogether unjustifiable.

Well, gentlemen of the country press, remember about the good time coming, when you will not be misquoted in newspaper catalogues, when you will not be "worked" to trade your space for other space, for ink, type, or anything but money; when you will get your price for space on the first offer (if you all just prove that you have a

price by sticking right to it for seven or eight years, first, and if it be a fair price), and when you will be thus supremely happy.

And, dear advertising agents, what a good time you will have when every scheme for "trading" advertising space shall have given place to a universal cash plan, and when you can look happy and feel placid because you know just exactly what advertising will cost, and know it without a fight; and know for certain that the other fellow can't, fight as hard as he may, get ahead of you.

No, brethren all, this time is not yet positively announced as to date, but some of the hoary old abuses which block the way are getting a general squeezing.—*American Advertiser Reporter.*

PRACTICAL BOOKKEEPING IN A NEWSPAPER OFFICE.

In this age of pushing activity in the journalistic world, the bookkeepers and accountants have failed to keep pace with the requirements of an energetic administration. Brains were apparently not intended for use at the bookkeeper's desk; and the newspaper business probably suffers more on this account than any other. Each of the various departments calls for a system especially adapted to its peculiar necessities, and its dissimilarity from any department in the same or any other newspaper renders it impossible to follow any closely-defined methods.

The enterprising business manager's head is too full of "schemes" to devote much time to any excepting the circulation books and advertising accounts; and the man at the desk naturally plods along in the old-fashioned way, until a grave error starts everyone into a state of feverish activity. He "hadn't been told" to keep his books in such a manner as to render an omission impossible. A check is at once instituted that entails much additional labor, and may or may not prevent a similar error; and then quiet reigns until history repeats itself.

The expert accountant "with highest references" is often called in to establish a "system" which frequently proves to be full of circumlocution, and is antagonistic to a direct and comprehensive application of simple principles. Good hard common sense and a thorough knowledge of the science

of accounts and the requirements of each particular department are necessary to the proper organization of any system; and, when successfully applied, the results are astonishing, both in the economy of handling and the combinations shown, which indicate strength or weakness in any direction or locality.

The circulation books, with their many tributaries in the mailing-room, press-room, wagon reports, carriers', newsboys' and office sales, are a perpetual revelation or source of distress to a manager, according as they are well or poorly organized. If one may judge from the extraordinary statements that ornament the elevated railroad stations and the editorial pages of our New York newspapers, every office must keep a complete set of circulation books, to include every other paper as well as its own. The startling variations in the different assertions indicate at least a lack of uniformity in the methods of handling figures.

By the use of the Dick mailer, a single entry suffices in the subscription department to insure regular deliveries; sends a receipt for money received, and gives notice of date of expiration.

This "one entry only" idea is the correct foundation for all satisfactory and economical bookkeeping; and it is surprising to find the short cuts and abridgments that may be made without neglecting any portion of the record.

In many cases, monthly statements, arranged by folios, kept up from day to day, and copied in an ordinary letter book after all entries for the month had been made and balanced, have proved a satisfactory and labor-saving substitute for a ledger. This system, which is capable of sudden and unlimited expansion, is best adapted to a large number of changing accounts, either of advertisers, newsdealers, or correspondents. It is, however, dependent on the strength of the ink, which must be relied on to give a legible copy four weeks or more after it is used. This is a severe test, but its practical utility has been proved beyond a doubt.

In the editorial rooms the assignment book has undisputed possession of the field. The space bills are checked up when presented, at the end of the week, from the assignment book and the editor's memory. This is the most primitive method extant. News items or stories should be valued as soon as printed in the paper, and credited to

the space writers or press news associations daily, on the same basis as the advertisements are charged up in the business office, according to space occupied and other considerations which govern their value. This avoids many questions of omission, duplicates, dates, etc., besides forming a basis for checking up cable and telegraph bills.

Every rule laid down in a newspaper office, as elsewhere, is susceptible to frequent change, to accommodate circumstances; but when the bookkeepers and accountants sharpen up their wits, and study their work from a practical and common-sense standpoint, the monotony ceases, salaries will be increased, and books kept to accommodate the business, instead of confining it to the narrow limits of old fogysm.—*F. E. Fitch, in Newspaperdom.*

THE QUESTION OF LITHOGRAPHS

The subject of lithographs is becoming agitated more and more, and as the season goes by the manager says he will have no more of seven-colored sheets or twenty-eight sheet stands or anything like as large as he had. Yet the coming season finds him first in line with the announcement, "New and elegant printing and a good company." Invariably the company is bad and the printing good. It most always follows that the handsomer the printing the poorer the show, and our best lithographed companies of to-day are usually the poorest in quality and quantity. A close observer of lithographs has found that the public care little for them. They are deceivers, and what the picture tells on the bill-board is only vivid in the mind of the artist who drew it. The stage never shows it, nor does the company it advertises ever have it. Being once deceived, the public place little faith in the so-called pictures upon the wall. For a burlesque company, which never offers anything except a study in anatomy, the gaudier the picture the better the business. The youth and the old man are both lured by the same object—to see scantily-clad women. In the better class companies a simple three sheet is used, and sometimes a window hanger showing a face of the star. That is all that is necessary. Bernhard, E. S. Willard, Modjeska, Patti, and all our prominent stars are never "bill-boarded out of sight," as the inciter of public interest says. A simple announcement is

made and the daily press does the rest. It is safe to say that out of the ten or fifteen thousand amusement seekers not ten per cent pay any attention to the lithographs. They look to the press for whatever information is wanted, and it does not require the service of a lithographer to tell of a success. The famous men of our times do not gain their names by bill-posting or placarding. Their own genius makes them above the average man. So should it be with actors. It's their value to the stage that puts them above the common, and it does not require much skill to retain the position. All the bill-posting in the world will not make a bad actor a paying star. It might make him successful for a season or two seasons, but his own value sinks beneath the colors on his paper and he fades away like a rain-splattered three sheet. The amount of money spent on lithographs can never be estimated. It can only be judged, and by judging we find handsome structures owned by the Strobridge Litho Company, the Metropolitan Job Print Company, Thomas & Wylie, and all the show printing houses. Their work is strictly confined to the theatrical business, so it is evident that their buildings and extensive stores pay for themselves out of the profit made in the theatrical line. Their losses don't average twenty per cent, while the profit is thrice that. The company is the sufferer. Not only must the lithographs be paid for, but it costs from two to three cents a sheet to place it on the boards; its expressage is heavy, and the privileges must be paid for in bill-board tickets. Figuring it altogether, the manager and the star work three-fourths of the time for the lithographer. A certain end must come, and it looks as if the start is to be made now. There are over a dozen actors who are going to stop the use of lithographs next season, and as soon as a few make the start the others will follow. Lithographing is a study which requires considerable time, and managers should not overlook it.—*Dramatic Times.*

BEFORE HAZEN WAS BORN.

"When James Lyon was driven from Washington by the Federalists, and attempted to establish his Cabinet and his *National Magazine* in the Western country, he assured the people of Tennessee that he would gladly receive the subscription price in cotton, hemp or wheat."—*P. 484, vol. 3, McMaster's History of the People of the U. S.*

A REPUBLICAN PROTEST.

One of the best-equipped and most thorough-going newspaper offices in the State of Connecticut is that of the *Advocate*, of Stamford, owned by the Gillespie Bros. It has been published as a weekly ever since 1829, but has lately established a prosperous daily in addition. Though Stamford was for years accounted Democratic, it has in recent elections gone Republican—a circumstance said to be largely owing to the influence exerted by the *Advocate*. What this journal has to say on the subject of Mr. Wanamaker's arbitrary attempt to kill PRINTERS' INK ought to be of interest to Republicans all over the country.

HERE IS DISCRIMINATION.

How the Harrison Boom Is Butchered in the P. O. Department.

PRINTERS' INK, a journal for advertisers, published by Geo. P. Rowell & Co., of New York, has been engaged for some months in a controversy with the Post-Office Department, which charges it third-class rates for transmission in the mails, instead of second-class rates, such as apply by law to ordinary newspapers. The difference in cash on the regular edition of PRINTERS' INK is the difference between \$471.07 per week and \$41.25 per week.

That is considerable of a difference. Obviously it is difference enough to decide the question against the publisher as to whether his enterprise is to be allowed to live or whether it is to be killed and destroyed by the Government of the United States—or, more accurately, by the men who control for the time being one of the business and executive departments of the government.

The reason for this action by the P. O. Department, stated broadly, is that PRINTERS' INK is a representative of and advertises the business of a private firm, rather than a periodical with bona-fide subscribers, who buy and pay for it at so much a copy or so much a year. Yet it may be doubted if in the entire catalogue of special or trade journals in the United States there is one which has more reason for existence, wholly independent of whatever special function it fills as an exponent of the business interests of a private firm. If the Department's exclusion of PRINTERS' INK is well founded, then its transmission of hundreds of other trade journals is unlawful and illegal—nothing, in short, can relieve the transaction of the character on its face, and that is a discrimination against one man or firm in the use of a great agency of transportation of which the government has a monopoly. It is as if a railroad company controlling the only line running to a given place were to say: "We shall carry freight for Brown, Jones and Robinson for twenty cents a hundred, but Smith shall have to pay a dollar for the same service." That, as an actual transaction, would be intolerable and is inconceivable. Yet that is what the P. O. Department is doing with Geo. P. Rowell & Co., under the direction of the man whom President Harrison, most unfortunately for himself, selected to fill a place to which only a statesman should have been called. It is right in line with the action of the Department in a Stamford instance, which ex-Post-

master-General James declared to be beyond belief and "rotten" beyond expression. If the legal advisers of the Department have made many decisions throughout the country like the one they made in the case of the Stamford newspapers excluded from the mails without the least reasonable excuse or color of right (a question, by the way, which the local officials should never have raised), we cannot but think they will be a dead weight on the administration in this year of Presidential races.

LARGEST CIRCULATIONS.

The following is a complete list of all the papers rated by the American Newspaper Directory for 1892 as issuing average editions of more than a hundred thousand copies each issue. The figures at the right represent the average issue for the preceding year:

Washington (D. C.), Home Magazine, monthly.....	221,791
Chicago (Ill.), News, daily.....	219,386
Augusta (Me.), Comfort, monthly.....	615,340
Augusta (Me.), Daughters of America, monthly.....	131,508
Augusta (Me.), Golden Moments, m'y	272,014
Augusta (Me.), Sunshine, monthly....	152,578
Portland (Me.), Practical Housekeeper and Ladies' Fireside Companion, monthly.....	156,060
Boston (Mass.), Globe, daily.....	155,330
Boston (Mass.), Sunday Globe, S'd's	146,080
Boston (Mass.), Yankee Blade, weekly	107,860
Boston (Mass.), Youth's Companion, weekly.....	488,962
Springfield (Mass.), Farm and Home, semi-monthly.....	255,035
Floral Park (N. Y.), Mayflower, m'y	169,417
New York (N. Y.), World, weekly....	112,366
New York (N. Y.), Ladies' World, m'y	250,450
New York (N. Y.), People's Home Journal, monthly.....	221,583
New York (N. Y.), Scribner's Magazine, monthly.....	121,062
Utica (N. Y.), Saturday Globe, weekly	165,354
Cleveland (O.), Union Gospel News, weekly.....	112,291
Springfield (O.), Farm and Fireside, semi-monthly.....	250,679
Springfield (O.), Ladies' Home Companion, semi-monthly.....	136,545
Toledo (O.), Blade, weekly.....	113,271
Harrisburg (Pa.), Telegram, weekly..	110,664
Philadelphia (Pa.), Evening Item, daily	181,237
Philadelphia (Pa.), Sunday Item, S's	181,490
Philadelphia (Pa.), Record, daily.....	132,110
Philadelphia (Pa.), Sunday School Times, weekly.....	156,753
Philadelphia (Pa.), Farm Journal, m'y	230,590
Philadelphia (Pa.), Ladies' Home Journal, monthly.....	704,167
Philadelphia (Pa.), Advanced Quarterly, quarterly.....	406,463

There are many more papers entitled to be rated above 100,000, but the Directory system excludes all that do not file a statement of actual issues for a full year. The highest rating by the Key is "A," which is explained to mean circulation exceeding 75,000.

THERE is nothing which official inefficiency resents so profoundly as any concession to common sense.—N. Y. Sun.

Correspondence.

GHOSTLY ADVERTISEMENTS.

JOSEPH DIXON CRUCIBLE COMPANY, }
JERSEY CITY, N. J., April 29, 1892. }

Editor of PRINTERS' INK:

We have noticed Mr. A. G. Bassett's remarks in PRINTERS' INK, April 27, re his old-time two-line advertisement. We ourselves have often wondered when the last spark of life of an advertisement disappears. We have frequently heard from an advertisement twelve to fifteen years after, what we supposed, the last inquiry had been made. Sometimes, after years of silence, several of such inquiries will come in from widely different parts of the country, and then we wonder whether the ghosts of the old advertisements are flitting over the land, or what is up.

JOS. DIXON CRUCIBLE CO.

A CONSPICUOUS EXCEPTION.

THE GREAT DIVIDE, }
DENVER, Colo., May 3, 1892. }

Enclosed please find one dollar for yearly subscription to PRINTERS' INK.

We receive from sixty-five to seventy papers daily, and we mention this simply because, although PRINTERS' INK only comes once a week, we have not received it for two Saturdays when it is due here, and the loss has been of such importance that a dollar for subscription is herewith enclosed, because we presume the reason we are not receiving it is that our subscription has expired.

The *Great Divide* has a habit of dividing, but is not in the habit of paying for periodicals; therefore you may consider yourself the favored exception. The cause for this is peculiar merit. Yours truly,

THE GREAT DIVIDE PUB. CO.
H. H. TAMMEN.

OPPOSED TO ANNEXATION WHILE WANAMAKER IS IN OFFICE.

THE HERALD, Daily and Weekly.
Admittedly the Leading Journal of Stratford City and Perth County.
STRATFORD, Canada, April 29, 1892. }

Editor of PRINTERS' INK:

As a deeply-interested Canadian reader of your unrivalled publication, I have been amazed that the Post-Office Department of your country continues to subject you to what every intelligent, fair-minded publisher must regard as an utter outrage. Repetition of particulars is here unnecessary, but in this country a publication such as yours would pass through the mails entirely free of postage. Our laws are paternal toward the press, and a case of persecution such as yours was never heard of in Canada; in fact, would be impossible, for the reason that our Cabinet Ministers are so amenable to public opinion that if such an outrage were attempted an outcry would be raised about their ears that would quickly bring them to their senses. For an officer under a boasted republican form of government to trespass as long as has been done upon your reasonable rights, seems to me so outrageous and despotic as to be entirely out of harmony with the claims made for the United States as a land of freedom. In Russia one would expect cases such as yours, where the law is strained so as to hamper and unjustly tax laudable enterprise; but not in free America. Your repeated

statement that you have not been able to obtain from the Department any statement of or reference to any law or regulation you are supposed to have violated, makes the injustice positively startling. In this country, I repeat, such a ruling as has been made regarding PRINTERS' INK would raise such a storm of criticism from the press, of all grades and shades of opinion, that it would quickly be rescinded or modified into reasonable bounds. The fact that this abuse continues to be perpetrated by the Washington authorities, suggests a reason to me why there are so many Anarchists in your country, and I wonder almost that you do not declare for Anarchy! However, good luck to you, and may you soon succeed in penetrating the dense skull of the U. S. Postmaster-General.

Yours fraternally, W. S. DINGMAN.

ANOTHER REPUBLICAN SPEAKS.

BUFFALO, May 10, 1892.

Editor of PRINTERS' INK:

*** One word as a Republican about the P. O. matter. Inasmuch as you submitted your plan to the P. O. Department and no objection was made to it, I think PRINTERS' INK is being treated most unjustly.

L. B. CLARK.

EUROPEAN TYRANNY OUTDONE.

THE SWISS PUBLISHING CO., }
NEW YORK, May 11, 1892. }

Editor of PRINTERS' INK:

I have been watching very closely your fight with the U. S. P. O. Dept., and can assure you that in the whole of Europe no Postmaster-General would dare to put such restrictions upon such a valuable publication for the entire newspaper profession as PRINTERS' INK is, as good Mr. Wanamaker has done; and this in our free country! ***

JOHN FRIEDRICH.

SOLICITING ADVERTISEMENTS A PROFITABLE VOCATION.

From the *National Advertiser*.

Chicago has half a dozen advertising solicitors who have saved up \$50,000 or more. Among them are Messrs. Stokes, of the *Tribune*; Gillespie, of the *News*; Potter, of the *Daily Globe*; Rowe, of the *Journal*, and Keefe, of the *Inter-Ocean*.

Mr. Boucher, a long-time advertising man on the Chicago *Times*, has purchased a large interest in a college at Dixon, Ill., and will be its president. During his twenty years on the street he has accumulated a fortune of over \$100,000.

QUEEN VICTORIA'S GREATEST MISFORTUNE.

From the *New York Sun*.

A number of things have recently called attention to the hardship of being a queen one is that when a story is told about her it is beneath everybody to contradict it: such a story is that all her old gowns, thousands of them, are housed in Windsor Castle. But the greatest penalty of being a queen is that she is not allowed to read newspapers. What some man, on wages, thinks she may read he cuts out and fastens on a silk sheet, fringes about with gold, and hands to her. No woman who unfolds her own damp, fresh newspaper at breakfast will ever exchange that privilege for a throne.

STILL WAITING FOR AN ANSWER THAT
ANSWERS.

NEW YORK, Feb. 1, 1892.

Hon. A. D. Hazen, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—There is in this city a firm of publishers, Harper Brothers by name. The Messrs. Harper forty-two years ago established a publication called *Harper's New Monthly Magazine*. The writer has heard a member of the firm of Harper Bros. assert that the magazine was established primarily for the purpose of advertising their books and other publications. It is said that there have been times when *Harper's Magazine* has declined to insert any advertisements for any other firms either in the same or any other line of business. The issue of *Harper's Magazine* for February contains twenty pages of advertising of Harper Brothers' publications and eighty-three pages of advertisements of other houses. In the December issue there are forty pages of advertising of the other publications of the house of Harper Brothers.

For the purpose of aiding us to conduct our business without transgressing any rule of the Post-Office Department, will you kindly inform us whether it would be as legitimate to issue a magazine devoted to the science of advertising as it is to issue one devoted to literature, and if not, why not? If it is just as legitimate to issue one as the other, will you then kindly inform us whether it is just as legitimate for a person who is a dealer in advertising to issue a magazine devoted to advertising as it is for one who is a dealer in books or literature to issue one devoted to books and literature, and if not, why not?

Will you kindly inform us what regulation the Post-Office Department has made having a bearing upon or a tendency to govern the number of pages of their own advertisements which Messrs. Harper Brothers may properly insert in their magazine, and tell us also whether the same rule will apply to a magazine devoted to advertising and issued by an advertising agency, and if not, why not?

We desire your reply for the purpose of bringing it before the advertisers of the United States, and the publishers of the trade journals of the United States, for the instruction and advantage of all.

Hoping that you will favor us, we remain your obedient servants,

Geo. P. ROWELL & Co.

P. S.—If *Harper's Magazine* had been established four years instead of forty, would that fact have any bearing on the Post-Office rulings, and if so what bearing? Please instruct us as fully as may be.

POST-OFFICE DEPARTMENT,
Office Third Assistant Postmaster-General,
WASHINGTON, D. C., Feb. 3, 1892.

Geo. P. Rowell & Co.:

Your favor of yesterday, relative to the insertion of the advertisements of the publishers in periodicals of the second class, is at hand.

In reply, permit me to state that the question submitted is involved in the case of *PRINTERS' INK*, now under consideration by the law officer of the Department, and until his opinion is received this office would not be warranted in discussing the subject.

Very respectfully, A. D. HAZEN,
Third Assistant Postmaster-General.

It would be interesting to know whether the P. O. D. ever saw a paper called the *Scientific American*, issued by Messrs. Munn &

Co., who are patent agents in New York; or *The National Tribune*, owned by Geo. E. Lemon, Esq., who is a pension agent at Washington; or *The Delineator*, devoted entirely to paper patterns, manufactured and sold by the publisher, and circulating half a million copies regularly through the mails. All these are valuable publications, and are all right, but the wonder is that the P. O. D. thinks so, too. Did Mr. Hazen ever compare one of them with *PRINTERS' INK*?

WANTS.

Advertisements under this head 75 cents a line

WANTED—A good article to sell merchants for advtg. purposes. 2153 Paulina, Chicago.

INTEREST in business transacted from office by mail, or will buy entire plant. Address C. R. ROTHCHILD, Sinton Building, Cincinnati, O.

WANTED—An experienced advertising solicitor on an established New York religious weekly. Unusually liberal commission. Address "P," this office.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

LEARN how to repair watches. THE AMATEUR WATCHMAKER tells all about it. By mail, \$1.00. F. E. DEY, Greenville, Ala. Will exchange for advertising space as above.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

WANTED—General office man. One who has had experience in estimating preferred. CHAS. H. FULLER'S ADVERTISING AGENCY, 69 Dearborn St., Chicago.

FOR SALE.

Advertisements under this head 75 cents a line.

SILK PIECES FOR PREMIUMS. E. M. LEMARIE, Little Ferry, N. J.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

4 Lines \$1. 1 in. \$3.50. 1 col. \$46.50. 1 page \$156.80. 50,000 proven. Woman's Work, Athens, Ga.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

FOR SALE, CHEAP—A complete newspaper and job plant. For particulars, address "E. F.," Printers' Ink.

FOR SALE—The whole or a half interest in one of the best-paying Democratic weekly papers in Wis. Write. H. D. WING, Kaukauna, Wis.

FOR SALE—A German newspaper plant, doing an excellent business in a good town. Good reasons given for selling. Terms easy. Inquire at this office.

1 INCH, \$1; 1 col. (8 ins.), \$5. Will reach 1,300 Y. M. C. A. reading rooms on paid subscription, and be read by 13,000 young men. Circulation 10,000 in all. PLAIN TALK, 114 Nassau St., N. Y.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

FLOURISHING country paper in fine village, with building; also lovely residence and grounds. A good business and desirable home. Complete. Cheap, easy terms. Lock Box 1642, Ithaca, N. Y.

FOR SALE.—A complete newspaper and job office for sale at a reasonable price. Daily and weekly paper. Good circulation. Needs a manager. Sold on account of continued illness of prop'r. In a building built for the purpose. Address E. L. BRICE, Sunbury, Pa.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V _____

VIC _____

GRIT _____

VICK'S _____

VAN BIBBER'S. _____

VICK'S Magazine. _____

200,000 Vicks. _____

VICK'S, \$1.25 per line. _____

SPOKANE SPOKESMAN. _____

VICK'S, 3 mos. or 300 lines, \$1.12. _____

VICK'S, 6 months or 400 lines, \$1.12. _____

VICK'S, 9 months or 600 lines, \$1.06. _____

VICK'S, one year or 1,000 lines, \$1.00. _____

LEVEY'S INKS are the best. New York. _____

VICK'S 200,000. Endorsed by Rowell because it's so. _____

IT WILL PAY YOU to know MISTCHAYACK. He writes advs. _____

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000. _____

BUFFALO TIMES proves over 33,000 circulation. It will pay you. _____

BOSTON HOTEL GUIDE is aggressive and progressive. Suits the times. _____

VICK'S MAG. H. P. Hubbard, Manager. 38 Times Building, New York. _____

VICK'S Magazine, 200,000, takes no doubtful advs. Hence, good company. _____

VICK'S 200,000 is Guaranteed. Average for last five months OVER 228,000. _____

AGENTS GUIDE, New York. The leading agents' paper. Send for copy. _____

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J. _____

VICK'S 200,000. Endorsed by Artemas Ward because he believes in the circulation. _____

ADVERTISERS find Hull's Directory valuable. Sample page free. HULL, Sheldon, Neb. _____

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind. _____

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 200,000 or no pay! _____

VICK'S 200,000. Endorsed by Ensign, Morse, Thompson and others because it's proved. _____

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world. _____

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. B. DEWEY, Hamilton, Can. _____

CIRCULARS mailed, \$1 a 1000. Write for particulars. G. A. JOHNSON, Winburne, Pa.

FARM LIFE, of Rochester, N. Y., 16 pages, 61 columns, monthly. Guaranteed circ'n, 25,500.

VICK'S, 200,000. Endorsed and used by leading advertisers and agents. It brings RESULTS.

NEW HAVEN NEWS HAS LARGEST DELIVERED Circulation in the State of Connecticut

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

55,000 HULL'S Directory Western Teachers. Sample page free. Hull, Shelton, Neb.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

PATENTS FOR INVENTORS. Fifty-page book free. SAM'L C. FITZGERALD, 168 F St., Washington, D. C.

\$1.50 FOR 5 LINES 36 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulares and price list of your directories to U. S. ADDRESS CO., L. Box 1107, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

VICK'S MAGAZINE will send a fine picture of "The Headquarters of American Journalism," 22x28, on receipt of 10 cts. for postage and packing. 38 Times Building, N. Y.

MANAGERS of Summer Resorts, Hotels, Schools, Colleges, will reach more residents of Southwest, of class able to give patronage, by advertising in New Orleans PICAYUNE than in any other way.

WE will exchange THE INDICATOR, a National Journal of Insurance (Eleventh year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

NAMES—125,000 addresses of persons, mostly ladies, who hate sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing "F. T.," care Carrier 40, Boston, Mass.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

THE COLLINS PRESS is prepared to send competent men to any city or thriving town, and work up souvenir editions of the local papers, illustrating the city in an artistic manner; furnishing everything complete, without trouble, expense, or responsibility to the paper. Write us for particulars and prospectus. Address H. G. COLLINS, 15 Milton Place, Boston, Mass.

JAPANESE PILE CURE—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. H. HOFFLIN, Druggist, Minneapolis, Minn.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE:

No. 10 Spruce Street, New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 18, 1892.

MORE than fifty thousand copies of PRINTERS' INK are issued weekly, and more than fifty thousand copies will be issued every week in 1892, whether the Post-Office does or does not continue its tyrannical outrage.

THE publishers of PRINTERS' INK have received complaints about a person operating in Washington, D. C., under the name of "Geo. P. Rowell & Co's Collection Agency," and giving an address in the Walker Building. We have no branch office. The man is a fraud!

IT is with gratitude that PRINTERS' INK acknowledges the liberal orders from newspaper publishers in response to the application for so much additional advertising patronage as would make it possible to increase the paper to forty pages, and thus make up the full two ounces weight that can be sent for a cent at third-class rates, and thereby to some extent recoup itself for the swindle perpetrated and still persisted in by good Mr. Wanamaker.

It is interesting to note that irresponsible power can exist in a free country, and that a so-called good man can lose his temper, become blind to duty, and persist in a wicked action which he can neither defend nor make any pretense of defending. If, however, the martyrdom of PRINTERS' INK should eventually be of use in ridding the Post-Office of some of its glaring inconsistencies, then there will be some compensation in the consciousness of rendering a valuable service to fellow publishers.

WILL YOU WRITE TO YOUR CONGRESSMAN?

In the last issue of PRINTERS' INK there was published a communication from F. C. Farrington, Esq., of Chicago, who took pains to write in behalf of PRINTERS' INK to every Representative and Senator in Congress from the State of Illinois.

Acting on the suggestion of Mr. Farrington, the publishers of PRINTERS' INK, at a later date, took occasion themselves to address the Representatives in Washington from the State of New York, as follows:

As a Representative of the State of New York in the Congress of the United States, we take the liberty of asking your interference in our behalf in a matter wherein we are sufferers, through no fault of our own. If you read the enclosed editorial from the *Troy Press* of May 4th, note the action of the newspaper men of Delaware County, at their convention, at Delhi, on May 2d; also the evidence before Judge Tyner, by Messrs. Kauffmann and Noyes of the *Washington Star*, given two months ago, you will, we think, fully understand our position. If you read pages 4 and 5 (marked with blue pencil) of the eight-page pamphlet enclosed, you will see the position in which the Post-Office Department stands. Please note also the protest from Potsdam, N. Y., which is also enclosed.

For twenty-seven years our firm has sustained an honorable record as business men. We have paid the Post-Office from \$5,000 to \$10,000 each and every one of these years, and with this record to sustain our statement, we now assert that we have not violated any postal law or regulation, and have not been able to obtain from the P. O. Department any statement of or reference to a law that we are supposed to have violated.

Is this not such a case as entitles a citizen of this State to make application to Representatives of New York at Washington for assistance and advice?

Publishers everywhere are interested in this case of PRINTERS' INK. It is to be hoped that newspaper men generally will take pains to let their Congressmen know what their impressions and wishes are.

A COPY of *Saturday Chat*, published at Cedar Rapids, Ia., has been named "Nelly Bly." The paper in question made a trip around the world last year in ninety-four days, and made several stops. It was mailed April 11 to Mrs. R. D. Stephens, Paris. Her bankers forwarded it to Yokohama, where it arrived after Mrs. Stephens' departure. It was then forwarded to Centerville, Cal., where it again arrived too late and was sent on to Cedar Rapids, reaching there the 14th of July. The paper was in good condition and the wrapper remained unturned. Being mailed at pound rates the paper made

the trip with only a one-cent stamp to pay for its journey.

SOME POST-OFFICE INTERROGATIONS.

If there is any reason why the public is more benefited by having the Post-Office carry a sensational newspaper at a lower price than it carries an educational book—what is it?

If there is any reason why the Post-Office should charge more per pound for carrying a book handsomely bound in cloth than it does for carrying one cheaply bound in paper—what is the reason?

If printed matter is entitled to cheap carriage on the ground that it preserves and disseminates information, is there any reason why a good book should not be carried through the mails as cheaply as a bad newspaper?

Does not a florist's or a book publisher's catalogue possess as much interest and do as much good in the community as a newspaper of the dime novel or Wild West variety? and, if so, is there any reason why the first may not be carried as cheaply as the last? or the last be charged as high a rate as the first?

If there is any reason why a publisher should have a better rate for sending a publication, divided into fifty-two weekly issues, and necessitating fifty-two weekly deliveries, than for sending all in one volume, at one time—what is the reason?

If there is any more reason why a postmaster should interest himself to ascertain the character of printed matter that passes through his office than about the tone or contents of letters which he handles, what is the reason?

Letters are carried at the rate of two cents an ounce, newspapers are carried at the rate of once cent per pound, merchandise is carried at a variety of rates, but if a man cares to write a letter weighing a pound, and is willing to send it unsealed, why may it not be carried at as low a rate as merchandise?

Why would it not be a good thing to carry personal communications (whether sealed or on a card) at a uniform price per ounce, printed matter, plainly appearing to be printed matter, at a uniform price per pound, and all other matter (merchandise or anything else) screened from observation as to character, at a uniform price per pound?

A DANIEL IN DOYLESTOWN.

The Doylestown, Pa., *Intelligencer* lately expressed the opinion editorially that PRINTERS' INK is not a newspaper. The publishers of PRINTERS' INK, therefore, addressed to the editor of the *Intelligencer* an inquiry to the following effect:

You say that PRINTERS' INK is not a legitimate newspaper. This is, we suppose, a matter about which you are as competent to judge as any one. If PRINTERS' INK is not a legitimate newspaper, it seems to us that it may be difficult to make a definition of exactly what constitutes a legitimate newspaper. In this respect, how, in your opinion, does PRINTERS' INK compare with *Book News*, of Philadelphia, issued by Mr. Wanamaker?

This is the reply the editor of the *Intelligencer* made in his issue of April 25th:

PRINTERS' INK contains little or nothing in the nature of news or information, such as the word "newspaper" contemplates. PRINTERS' INK is practically all editorial, expressing thoughts, views, opinions, principles and theories relating to advertising, all from the standpoint of advertising managers or writers; in fact all the matter and purpose of PRINTERS' INK is apparently to advertise advertising, and interest and aid those who appeal to advertising to promote their business.

Book News, on the contrary, conveys news of books, facts, events, incidents and information as to writers who are known to and interest the world of intelligent people in business and out.

If that editor should ever fail to earn a living in journalistic pursuits, what an Assistant Postmaster-General he would make! Even Hazen must take off his hat to reasoning like this.

"SUSPICIOUS" CONDITIONS.

A Minneapolis paper issues the following card under the head of "Information to Advertisers":

BE SUSPICIOUS

That their Circulations are Small when you see city or county printing in papers.

WHY? Well, Because papers with large circulations cannot afford to print this legal matter at the small pittance granted them by the law or the Alderman.

That their Circulations are Small when you see a column or two of Jobbers' yearly cards in papers.

WHY? Well, Because papers with large circulations cannot afford to accept what jobbers are willing to pay.

That their Circulations are Small when you see comparatively small numbers of "want ads." in papers.

WHY? Well, Because "want ads." demand immediate responses in large numbers. Papers with small circulations cannot give these results. The paper with the largest circulation does the most "want ad," business.

A PROTEST AIMED AT MR. WANAMAKER.

We append our names to this paper for the purpose of protesting—

Against any and all laws violating and invading the constitutional pledges which guarantee to American citizens the rights of Free Speech and Free Press.

Against the enforcement of laws by the instrumentality of private amateur detective associations.

Against the establishment of a censorship of the press and of the mails, as is now attempted in the Post-Office Department.

And having seen that such laws, and prevailing methods of enforcing them, open great opportunities for fraudulent practices, for the accomplishment of private revenges, and for the suppression of unpopular sentiments by fanatical persecutions, we hereby pledge ourselves to do all that good citizens may properly do to overcome these mischiefs and to reverse the current of this class of legislative and official aggression.

ELIZABETH N. BRADLEY, M.D.;
JAMES PARTON,
ALEXANDER WILDER,
DONN PIATT,
REV. JOHN W. CHADWICK,
ELIZABETH CADY STANTON,
MONCURE D. CONWAY,
PARKER PILLSBURY,
J. RHODES BUCHANAN,
MINOT J. SAVAGE,
M. M. POMEROY,
T. B. WAKEMAN,
B. O. FLOWER,
HAMLIN GARLAND,
JULIAN HAWTHORNE,
HUGH O. PENTECOST,
CLARA B. COLBY,
REV. HOWARD M'QUEARY,
RABBI SOLOMON SCHINDLER,
REV. HENRY FRANK,
MATILDA JOSLYN GAGE,
E. B. FOOTE, JR., M.D.;
E. W. CHAMBERLAIN,
ALEXANDER WILDER.

These twenty-four names of well-known writers, lecturers, editors and clergymen are only a small part of those that have been signed to the above "Protest and Pledge." Now that a fresh assault is being made in the National Congress upon the most vitally important of all rights, the right of freedom of speech and of press, we give place to this concise statement of

a purpose that should never be forgotten or for a moment lost sight of by those who want liberty and justice instead of despotism and slavery.

Of the first 200 papers in which notices appeared commenting upon the Post-Office outrage upon PRINTERS' INK, the politics were discovered to be as follows:

Farmers' Alliance.....	1
Prohibition.....	2
Independent Democratic.....	2
Independent Republican.....	13
Non-Political.....	22
DEMOCRATIC.....	23
Politics not known.....	30
Independent.....	51
REPUBLICAN.....	57

Total..... 201

Murat Halstead's paper was classed as independent.



Sowing

the

Seed

of

Success.

From a trade journal published in India we clip the above, showing that PRINTERS' INK's ideas are appreciated and utilized in the most remote regions.

EDUCATIONAL.

THE DETROIT FREE PRESS, }
DETROIT, Mich., April 22, 1892. }

Editor of PRINTERS' INK:

We enclose herewith, with our compliments, copies of a series of articles on advertising, by prominent local advertisers, which we have been publishing under the caption "The New Art." We trust that the same may be of interest to you.

F. FAYRAM, Business Manager.

Other papers—notably the Cleveland Plain Dealer—have been printing similar articles, by local advertisers and advertising managers, on advertising. Although these articles are not apt to go very deep into the subject, the general effect is good. The advertiser is pleased, the articles are readable, and

the newspaper is indirectly benefited. The more careful study an intelligent man gives to the subject of advertising, the more likely he is to become an advertiser himself.

THE REVIEWER.

I think there is "crying need" of a bureau of criticism and revision for advertisers. I am constantly receiving letters from local and general advertisers with samples of their published announcements and requests for an opinion as to their merits. It is not always an agreeable task to tell a man just what you think of the achievement of which he, himself, is most proud. But there is a great demand for such opinions, and I think a bureau which should make a business of dispensing flattery in generous doses would fill a long-felt want. There are numbers of "literary" bureaus which seem to thrive upon the fees they derive from ambitious authors for services rendered in criticising stories, "poems" and essays. Why not a similar bureau in the advertising line? The fact that no one would be competent to judge of an advertisement unless he thoroughly understood the advertiser's position would probably not interfere with the plans.

A rather unique idea is embodied in the following business card which reaches my desk:

BRIGHT SUGGESTIONS FOR USE OF MODERN
NEWSPAPERS, ARE OUR MERCHANDISE.

W. D. SHOWALTER'S
IDEA CLUB,

117 Nassau St., Room 22,
NEW YORK.

I had known that some few newspapers like the *New York World* employed men whose chief business was the originating of new ideas, to be carried out in either editorial or business departments, but I never supposed that the idea-hatching industry had reached a stage where it would warrant the establishment of an independent bureau.

N. B.—English papers will please copy this paragraph and add comment on the Wonders of American Journalism.

The makers of Ivory Soap are offering twelve prizes for verses suitable for advertising purposes. Particulars can

be obtained by addressing the Procter & Gamble Company, Cincinnati.

Messrs. H. H. Hay & Co., of Portland, Me., send me the following alliterative advertisement, which is so ingenious that I cheerfully give it a free insertion right here in pure reading matter:

P IS FOR PAINT.

A practical professional painter purchases the purest procurable pigments. Perhaps to prevent personal painstaking, preferring previously prepared paints.

The particular and penetrating public praise Pierces' Prepared and Paste Paints, probably preferring permanency to parvitude of price.

Property possessors preserve proper proportions in painting either palace pretentious, or poor people's premises, by perusing pointers printed in Pierces' paint pamphlets.

Promenading Portland's pavements purposefully pure paint pursuing, public preference positively points to Pierces' Prepared Paints.

H. H. HAY & SON,
Middle Street.

I have had occasion to comment upon poor advertisements occasionally—now I reproduce a really good one. It is nothing against a reading notice that it is interesting and readable:

Many a person who in prosperity finds life rather burdensome than otherwise, and who accomplishes little or nothing in the world, with a touch of adversity blossoms out into another being, with capacities undreamed of, which, exerted, give existence a fresh charm and makes life seem abundantly "worth living." A lady, quite prominent in society, some time ago found it necessary in some way to increase a reduced income in order to meet the necessities of life. She considered many occupations and finally concluded to try her hand seriously at fancy cooking, once undertaken simply as a fad. It occurred to her that the preparation of delicacies for the sick might offer a field for successful effort, so she started out, saw some of the physicians of one or two hospitals, called upon other doctors whom she knew, and immediately set to work. She found that she had hit upon a splendid idea. There was more demand for her dainty cooking than she could supply, and the result is the establishment of a very prosperous business in this line under her direction. In the meanwhile she is earning money and is enjoying the experience, and to many persons Mrs. Teacher's Home Bureau—15 West 42d street, New York city—supplies a long felt want.

WHAT'S IN A NAME?

From *Ward's Sapolio Monthly*.

Do they mean Sapolio? A letter from an importing house in Budapest reads as follows:

To the office of Pears' Soapine, New York:

GENTS—Herewith we take the liberty and beg to send us one cake of your Soapine, as sample, as we want to introduce your article and we hope to do a large business for your.

We mean scruping Soapine for cleaning spoons, forks, knives, etc. Not the wash powder, nether washing soap. In awaiting your soonest favor, we remain,

Yours verry respectfully,

WANAMAKER'S WONDERFUL NEWSPAPER ASSOCIATION.

In the March number of the United States Postal Guide, our Postmaster-General, Honest John, published what purported to be a protest on the part of members of the Chicago Publishers' Association against the admission of PRINTERS' INK to the mails as second-class matter.

Ascertaining that the officers of the so-called Publishers' Association were interested in issuing periodicals of no particular account, the publishers of PRINTERS' INK undertook to obtain a list of all the papers which were asserted to be members of the association. The list when obtained numbered fifty-two papers, many of them respectable trade journals.

The publishers of PRINTERS' INK thereupon addressed every publisher upon the list, asking of each: "Would you mind giving us in full the reasons which you personally have for thinking PRINTERS' INK is not entitled to admission to the mails as second-class matter?"

In response to this communication they have received several replies, every one of which, with the single exception of the alleged president, is to the effect that, "inasmuch as we are not members of the above-named association, we have never joined in any protest," etc., etc.

THE ROWELL INCORPORATION.

The George P. Rowell Advertising Company is the present style of the firm familiarly known as "the Rowell Agency."

This organization is now a corporation under New York State laws, with a capital of \$50,000. Its officers are: George P. Rowell, president; C. N. Kent, vice-president; E. F. Draper, treasurer; F. C. Ringer, secretary; B. F. Newton, Superintendent.

Inquiries at the office at No. 10 Spruce st., New York, are met with the information that the change is not a very material one, that there is no change in which the public is much interested; "that the younger men are given a chance" in it; that the house has been and is very prosperous, etc.

PRINTERS' INK is now, it seems, owned exclusively by Mr. Rowell, and is published under his personal management.

The American Newspaper Directory is also Mr. Rowell's property and under his personal management.

The Ripans Chemical Co. is also said to be Mr. Rowell's enterprise, Mr. Oscar G. Moses being its manager. It is said, however, that this company will at an early day be incorporated.

If these three enterprises or branches of the Rowell business are, or shall be, effectually separated from the advertising agency business, the field will be much clearer for a

larger success in that line than it has been for some years past.

The fact that this old house has long occupied a prominent position in the advertising field, and the further fact that through its publications in various ways, it has been kept constantly before the newspaper press of the country, and that it has been somewhat aggressive in some of its theories and practice, causes changes in its organization to be more interesting to publishers than would similar changes in other houses of general advertising agents.

There is a somewhat general opinion prevailing among newspaper men that, while this house has never been doubted financially, it has not been for the last two years an important factor in the handling of general advertising. If it has handled much of the large general advertising of the country, the newspapers generally have been kept in ignorance of the fact.

It was somewhat openly stated, when a few months ago Mr. Rowell, through purchase, became the sole proprietor of the agency, that the change was caused by an amicable but firm protest within the company against certain methods and measures of Mr. Rowell's, which were put in vigorous operation. Mr. Rowell is always known by those who have the pleasure of his close acquaintance as undoubtedly "a brainy man," but he has been long credited with being rather too strong a doctrinaire, or theorist, to get the best results out of the advertising agency business.

It is not, therefore, unnatural that this latest change, with its proposition to "give the young men a chance," should be construed by some to mean a graceful acknowledgment of the advisability of a change in tactics, and a manifestation of willingness upon Mr. Rowell's part to concede the fact that certain of his own convictions—of which, by the way, he has never failed to "have the courage," and for which he has never shirked the responsibility—were not successful as applied.

If the methods of working the Newspaper Directory shall be largely modified, so that both advertisers and publishers may know that their interests are not prejudiced by it; if practical experience and sagacity shall dominate over such theories, and if the able gentlemen connected with the present corporation shall, as under the circumstances it can hardly be doubted that they will, practically recognize the broadened scope and enlarged field of the modern advertising agency, there is no apparent reason why this house shall not again become a live factor in the advertising of the country.—*American Advertiser Reporter*, New York, May 4th.

The recent changes in the firm of George P. Rowell & Co., one of the best and most widely known advertising agencies in the United States, by which Mr. Rowell relinquishes his control of the advertising business to a new company (composed in part of Messrs. Newton, Ringer and Draper, three old employees) is an event of more than ordinary interest. Mr. Rowell started in the advertising business in Boston in 1865, prior to which time he had been employed as an advertising solicitor on the Boston Post. He originated what is known as the list system, which for two or three years was enormously profitable. Early in 1867 Mr. Rowell sold out the Boston concern to his partner, Horace Dodd, and came to New York and went into the general swin under the firm name of George P. Rowell & Co. Soon thereafter he took in a partner, Charles N. Kent, who has been an important factor in the business up to the time of the

late dissolution. At a later date Mr. Oscar G. Moses was admitted as a partner, but the amount of his interest is unknown. Mr. Rowell has been distinguished for originality, energy and boldness. He has never been averse to taking his own medicine: his contracts for advertising his own business, payable in cash, sometimes amounting to fifteen or twenty thousand dollars annually in the leading papers. Among the well-known advertisers who have been steady customers for many years are: P. H. Drake & Co. (Plantation Bitters), Tarrant & Co. (Seltzer Aperient), Anglo-American Drug Co., Brewster & Co. (carriages), W. & J. Sloane (carpets), Seth W. Fowle & Sons, H. R. Stevens, Dr. Donald Kennedy, of Boston. The new concern is to be called the George P. Rowell Advertising Company. It is understood that Mr. Rowell is not interested in the management of the business, but himself and Mr. Kent retain the "American Newspaper Directory" and PRINTERS' INK. Mr. Moses is understood to have taken a position in the Ripans Tabules Co.—*The National Advertiser*, for May.

First Reporter—Have you made any "scoops" lately.
Second Reporter—Cert'. I have announced that Hill was out of the Presidential race before he knows it himself.—*Life*.

Editor (of monthly magazine, after reading the manuscript)—Your poem, sir, has great literary merit.

Author of Poem (in a voice of agony)—Then, of course, you can't use it!—*Chicago Tribune*.

Pitiless.—Bouncer: Poet outside with a poem. Elevator shaft?

Editor—No. Put him out on the fire escape and tell him to escape.

And the bouncer, hardened though he was to scenes of suffering, trembled and withdrew, pale to the lips.—*Brooklyn Life*.

A Post-mortem Assignment.—Editor (to sick reporter)—Are you going to die, Hook?

Coppe Hook—I'm afraid so, sir.

Editor—If you do, try to get an interview with Dickens as soon as you arrive, on Howells' criticisms of his novels; and do your best to get it through to us.—*Puck*.

An item is going the rounds of the press in the northern part of our State of the birth of a child that has two heads and two sets of arms. We want to adopt that boy right away. We want to teach him to be a printer. We will give him a set between two cases. He can set brevier with his north pair of arms and minion with the south pair. When the foreman was out of the room he could swear at poor copy with the west mouth and at the proof reader with the eastern one. He could spend his salary with one half of his make-up, but he would have a harder job in drawing his double pay with his other half.—*Gorham Mountaineer*.

GOOD AGENTS secured among students by using **THE COLLEGE-MAN**, New Haven, Ct.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS
45-51 Rose St., N. Y.

PIANOS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

CUTS 500 FOR SALE. Catalogue 10 cts. E. F. ALDEN, St. Louis.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 608 Wash'ton St.

WOOD ENGRAVING PETRI & PELS
BLIND STAMP NEW YORK.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

San Francisco Bulletin
largest evening circulation in California. High character, pure tone, family newspaper.

IF YOU WANT THE BEST
Send 6 cents in stamps for 12
Spencerian Pens 810 B'way, New York.

KUTS For Advertisers; lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARRIS, Columbus, O.

Do You Want Agents? I have sent so far to 35,000 post-offices for the names of Agents for my own use. Send for particulars. J. SMEAD, Vineland, N. J.

THE EVENING JOURNAL,
JERSEY CITY, N. J. Circulation, 15,500. Advertisers may it pays.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

YOUTH'S LEADER,
NEW HAVEN, CONN.
Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

Kate Field's Washington,
Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

Men Who Advertise, and need a new idea, now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Haven, Conn., and sent on receipt of \$1.00, Postpaid. 48 Page Descriptive Primer Free for 2-Cent Stamp if applied for at once.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

PUBLISHERS DESIRING BICYCLES
For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. CASH AND TERMS FREE.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.

STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents a mps) for particulars to J. COTNER, Jr., Sec'y, Detroit, Mich. 312 Whitney Block.



San Francisco Call.

Established 1853.

Daily, 56,759—Sunday, 61,861.

*The Leading Newspaper of the Pacific Coast
in Circulation, Character and Influence.*

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.



Hold on, Wife!

Don't reproach me any longer. Henceforth, I will advertise only in paying journals. I have already contracted with that great medium, the **AMERICAN SCHOOL BOARD JOURNAL**.

The new bonnet is yours, the horses, carriages and all. Come, embrace your

husband. WM. G. BRUCE, Pub., New York, Chicago

RATES
RIGID, yet by
EASONABLE

OWELL'S
ATING

in the New Volume of

American Newspaper Directory

Applies to All Advertising in



To Proprietors of
First-Class
Schools and Colleges.

The North American Review

is the favorite medium for advertising first-class schools. The proprietors of such institutions can nowhere else obtain so effective a means of reaching the class upon whom they must depend for patronage and support.

Our school advertisers testify to the good results they have obtained through using the REVIEW.

Special rates for the summer months on application to

ADVERTISING MANAGER,

North American Review,

3 East 14th Street,

NEW YORK.

We Invite

shrewd advertisers—men who buy space only when they feel reasonably sure they are investing their money judiciously—to carefully consider the merits of the

Columbus (O.) Post

as a general advertising medium.

Investigation will prove that the Post has a large local home circulation.

7,500 Daily.

Couldn't you use this to advantage? We charge only a fair price for space. When you have decided, address

H. D. LaCOSTE,
38 Park Row,
New York.

For Western and
Southwestern
Advertising Use

The St. Louis Magazine

Now in its twenty-second year,
and with a bona-fide circulation above the

25,000 mark.

Rates, 30 cts. per line agate.
Reading notices, 50 cts. per line. Special rates for position pages given on application to

T. J. GILMORE,

Publisher,

901 Olive St., St. Louis, Mo.

Advertisements received through any responsible advertising agent.

"Not Only How Much, But Where?"

is the question advertisers should consider with reference to a paper's circulation.

Quality is good and quantity is good.
In reaching investors and purchasers of high class goods

Quality is imperative.

THE BANKER AND TRADESMAN, OF BOSTON, Reaches 15,000 Business Men Weekly.

including Bankers, Lawyers, Corporations, &c., throughout New England.

Send for sample copy and advertising rates.

BANKER & TRADESMAN,
220 Devonshire St., Boston.

"BUSINESS EDUCATION," MONTHLY, MOLINE, ILLINOIS,

Is the OFFICIAL ORGAN of the Business Educators' Association, including owners, managers and teachers in leading business colleges,

But it reaches also many thousands of young men and women who are already in, or getting ready for, business work. Among them are many who will be buyers for thirty or forty years. *They will be long-time customers.*

It is unexcelled for advertising typewriting machines and general office supplies and specialties; books, bicycles, watches, and also anything used in business colleges, or in constructing, ventilating or heating them.



It gives tip-top service on general advertising, because, while it is the official organ of an important practical body, its contents are of great interest and value to many thousands who are in want of just what it contains.

There are scores of advertisers to whom a continuous advertisement in it would be profitable. That must be clear on its face. The rate is 15 cents a line, agate measure. Arrange for space at an early date, and get the pick of remaining positions without extra charge. You are welcome to the best we can do for you.

WM. WATTENBERG,
SPECIAL AGENT,
150 Nassau St., • • New York.

How interesting it may be made for an advertiser to use these papers depends on how attractive the article advertised is to prosperous householders and what margin of profit he has in its sale.

If the advertiser's end of the deal is all right and he tells it properly, over 260,000 families will make it very interesting when these papers are used.

Put
Them
On
Your
List

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

Presbyterian Observer.

It will interest us
to know what you
have to advertise.



Over 260,000 Copies
Religious Press
Association
Phila



To reach the masses in

LOUISIANA,

MISSISSIPPI,

N. E. TEXAS,

S. & W. ALABAMA,

S. ARKANSAS

AND NEW ORLEANS,

it will be necessary to advertise in

THE NEW DELTA, OF NEW ORLEANS.

DAILY, SUNDAY and WEEKLY.

Circulates among the educated and best element in the States named above. It is the People's paper and they read it, honor it and love it as they always do a newspaper that fights for them and the honor of the State. It is the best advertising medium in New Orleans.

HOME-MAKER MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

SEWING MACHINE

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

Testimonial of C. I. HOOD & CO., Proprietors of "Hood's Sarsaparilla."
CHICAGO NEWSPAPER UNION:

Gentlemen—We have had continuous representation in the papers of your several lists of co-operative newspapers for the past three or four years, and it gives us pleasure to say that the business has always been handled to our satisfaction. Close attention has been given to the requirements of our contract, and no detail neglected which would make the business profitable to us. No more than this can be said of any advertising medium. Very truly yours, C. I. HOOD & CO.

For Catalogue of **THE CHICAGO NEWSPAPER UNION** address

93 So. Jefferson St., CHICAGO, ILL., or 10 Spruce St., NEW YORK.

THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

Why Is It?--That

FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced advertisers continued in it since it was founded and frequently use a whole page at a time!

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods. No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

THE PULPIT.

A Magazine of Sermons for Sunday Reading.

Occupying a new field, covered by no other periodical in this country, it has a permanent value to advertisers, and costs little enough to be a first-class medium.

We want to have you know us. That means we're willing to make exceptionally low rates for the summer months in order to get the magazine fully introduced.

Copy sent now will be in time for the June issue.

EDWIN ROSE, Publisher, 41-43 Franklin St., Buffalo, N. Y.

Subscription Price, - - - \$2 a Year; 20 Cents a Copy.

“Catalogue Making”

is the title of a timely and instructive article in *THE ENGRAVER AND PRINTER* of Boston. The article is handsomely illustrated with plates from representative catalogues.

The Engraver and Printer

is a monthly magazine of Progress and Illustration. \$2.00 a year.

The Best Printed Magazine in the World.

Send 10 two-cent stamps for a specimen copy.

THE ENGRAVER AND PRINTER, 84 Summer St., Boston, Mass.

“A Captious Critic” carps, in *The Ink Fiend*, Chicago,

“What does ‘Ad-smith’ mean anyhow?”

Smith:—One who makes or effects anything; an artificer.—*Century Dictionary.*

ROBINSON-BAKER
ADVERTISING BUREAU,
107, Pulitzer Building, N. Y.

AD-SMITHS.

For a stamp—“Our Idea Of It.”

NEWSPAPER MEN	Are getting
SEED GROWERS	FINE
COFFEE ROASTERS.	Goods for
SOAP MAKERS	PREMIUM USE
SPICE GRINDERS.	FROM US.
BAKING POWDER MANUFACTURERS.	Send for
	<i>Illustrated Catalogue.</i>
EMPIRE PUB. CO., 146-148 Worth St., N. Y.	NET PRICES ARE IN IT.

DODD'S ADVERTISING AGENCY, Boston, or
285 Washington Street.

No charge made for the preparation of advertisements ordered through this Agency.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business except through this Agency.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. — Low Estimates. — CAREFUL SERVICE.

Notice This Change.

OUR LINE RATE a month will be advanced July 1st, 1892, from \$5 to \$6. The tremendous gain in our subscription list during the past twelve months renders not only this step necessary, but the guarantee of an actual, honestly-counted circulation of 1,200,000 copies every month.

We have made a pro rata advance in price, believing that $\frac{1}{2}$ a cent a line per actual thousand circulation is as low a rate as should be made in papers of a literary character. It is a much lower rate than we have ever been able to obtain ourselves on a square, reliable and proven circulation. Notwithstanding which, we will especially call your attention to the fact that until the date of the change, which will occur July 1st, as stated, you can obtain our present rates, and it is greatly to your interest to place your order at once.

VICKERY AND HILL,
AUGUSTA, MAINE.

For Rates on Street Car Advertising

in Binghamton, Syracuse, Auburn or Jamestown, N. Y., and Scranton, Pa., address EUREKA ADVERTISING AGENCY, Binghamton, N. Y. Lessees of all lines in above cities. A total of 330 ca.s. M. WINEBURGH, Times Bldg, New York, Sole Agent for New York, Philadelphia, Boston and Pittsburgh.

No. 1.

Advertisers Approve Them.

If you want to make money, go where money is.

If you want to talk to men, go where men are.

If you want men's closest attention, reach them by their closest specialty.

The better class lawyers of the United States are the best of buyers of things meeting their personal, home or business wants.

The National Reporters

with 30,000 weekly magazine circulation (see National Reporter System, St. Paul, Minn., in Newspaper Directory) are the specialty of these lawyers, furnishing their authorities, read repeatedly, attentively, with confidence.

They do pay advertisers

Every advertiser in them who could accurately trace results has expressed satisfaction.

But one yearly contract within the last three years has failed of renewal, and that for special reason.

If you would like to know more about them address

S. C. WILLIAMS,
42 Tribune Building, N. Y.,
Advertising Manager.

WEST PUBLISHING CO.,
St. Paul, Minn., Publishers.

The New York Tribune says:

"When you see a lawyer reading yellow covered literature you need not suppose that he is frivolous. The pamphlet which he has in his hands may be one of the advance reports which now convey to the busy lawyer the texts of decisions rendered by the courts soon after they are delivered. The lawyer of to-day has an advantage over the practitioner of a few years ago in the quickness with which he learns the exact language of the appellate courts in their decisions."

The New York Nation says:

"It is the 'West Publishing Company,' with its ten weekly publications of all the State, Supreme Court and Federal decisions, enabling the lawyer to get all his authorities a year or two quicker than through the regular State Reports."



LONDON

is located in the very heart of the best Agricultural district in

CANADA

and is the natural shipping and manufacturing center for the Western Peninsula.

Advertisers can COVER ONTARIO through the

Daily and Weekly Editions of

The London Advertiser.

Sample Copies and Advertising Rates on application.

ADVERTISER PRINTING CO., London, Ont.

Forms Close July 1.

FOR THE SEPTEMBER

Over 600,000 proved

EDITION OF

The Mayflower,

FLORAL PARK, N. Y.

This number will have handsome lithographed covers, many fine wood-cut illustrations, and two beautiful colored plates.

Only first class business desired.

THIS IS THE WAY

THE NEW YORK RECORDER

PROVES CIRCULATION.

Advertisers will notice that this is not a statement of "copies printed" or of "circulation" in the ordinary sense. It is a statement of the number of copies **SOLD**.

NAME OF WHOLESALER.	NUMBER OF RECORDERS BOUGHT MARCH 20.
American News Company,	21,600
Jas. Adams,	1,600
Brooklyn News Company,	4,200
Goode's News Agency,	2,080
Harlem News Company,	4,863
Korminski Bros.,	1,310
Long Island News Company,	960
Louis Miller,	644
Nassau News Company,	10,500
National News Company,	2,674
New York News Company,	1,035
Jos. Schenkel,	2,556
Schlener Bros.,	873
A. Schlickerman,	872
Squire Stevens,	1,748
J. J. Tyrrell,	1,430
M. A. Hart,	988
Union News Company,	1,100
Union N. J. C. R. R.,	2,007
William White,	2,723
H. C. Wickett,	1,006
Williamsburg News Co.,	4,776
Brooklyn Newsdealers' Supply Co.,	1,051
Country newsdealers and subscribers, from Maine to California, for whose orders, which are on file, Post-Office or Express receipts are held,	18,210
Exchanges,	1,076
Sold to newsboys,	3,772

Total No. of Recorders sold March 20, . . . **95,654**

Total No. of Recorders sold March 13, . . . **92,228**

Increase, 3,426 Copies.



Familiar Expressions.

Every time you hear the expression, "That tired feeling," you think of C. I. Hood & Co. They coined and used it first. Every time an advertiser hears "**Proved Circulation**" spoken of, or sees it printed, his mind travels back three or four years, when **we first** used and trade-marked the expression as well as put it into practical use. Talking about "proving" circulation and doing it is two different things. We do both.

MONTHLY STATEMENT.

W. D. BOYCE'S LIST - OF - BIG WEEKLIES.

THE SATURDAY BLADE.

APRIL, 1892.	{ Total Circulation for April (5 weeks), - - - 1,276,500		
	{ Average Copies per week, - - - - 255,300		
	{ Post-Office Receipts for the month (5 weeks), \$1,410.31		

THE CHICAGO LEDGER.

APRIL, 1892.	{ Total Circulation for April (4 weeks), - - - 460,000		
	{ Average Copies per week, - - - - 115,000		
	{ Post-Office Receipts for the month (4 weeks), \$487.40		

THE CHICAGO WORLD.

APRIL, 1892.	{ Total Circulation for April (5 weeks), - - - 306,000		
	{ Average Copies per week, - - - - 60,500		
	{ Post-Office Receipts for the month (5 weeks), \$317.26		

First Quarter, 1892, - - - 403,548 COPIES WEEKLY.

First Month, 2nd Quarter, - 430,800 COPIES WEEKLY.

Any advertisement discontinued at any time. Circulation proved in any way advertiser suggests.

Rates—BLADE, \$1.00 per agate line; LEDGER, 50c.; WORLD, 30c.

Apply for space to any Agency, or to

W. D. BOYCE, Chicago, Ill.

A Circulation Breeder !

WATCH IT GROW DAILY

by offering our

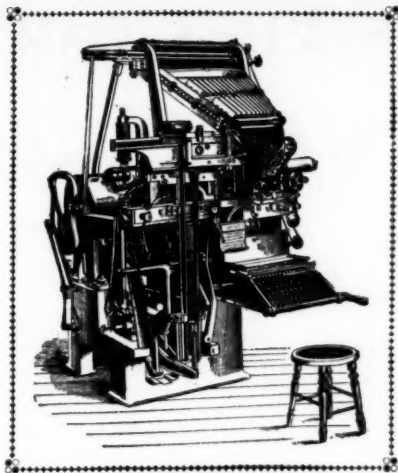
World's Fair Souvenir

As a *Premium* to Subscribers and "Want" advertisers. It is handsomely bound in cloth and leather, contains nearly 300 pages, 60 full page Art-type Engravings, Portraits, Maps, Tables, etc. An epitome of **Past** and the coming **World's Fairs**, Biographical Sketches of Officers and Chiefs, Chicago's Buildings, Statistics, etc. Personally endorsed by World's Fair officials and press.

No Chance Taken.

Pay as you use. Tried and proven by *Omaha Bee*, *Minneapolis Journal*, *Springfield Leader*, *St. Paul News*, *Wide Awake*, *Milwaukee Journal*, etc., etc. Publishers, write for price and sample if you want to build up your Circulation and "Want" columns. Prices arranged so Souvenirs can be given away. No book issued can equal the "Souvenir" as a circulation and "Want" col. builder. Don't delay ; write at once.

ANABOGUE PUB. CO.,
358 Dearborn Street, CHICAGO, ILL.

**THE LINOTYPE.**

The most marvelous machine ever invented for a newspaper establishment. It performs all the duties of a compositor in "sticking" type, and transcends the functions of the type foundry by casting full lines ready for the form.

Half a dozen of the machines were introduced in the office of the

Troy Press

over a year ago, and to-day the PRESS is printed from brand-new type every day, ranking it second among the handsomest newspapers in America.

The Troy Press

is one of the newsiest, cleanest and most popular Family Newspapers printed. It is progressive, indomitable, outspoken and a leader.

Sample copies and full advertising rates furnished on application.

H. O'R. TUCKER, Troy, N. Y.

STREET CAR Advertising

We put "Advertising" large because it IS "advertising" with over 5,000 FULL-TIME cars, a perfectly systematized business, which shows an increase of more than \$8,000 per month over corresponding period of 1891; well managed offices in all principal cities. We think we're "in it."

In several of our cities "No space till fall" is the statement, so it is advisable to "get in line," as space in cars is limited and demand constantly increasing, and we are going to

Make It Increase

constantly, by having the finest street car advertising in the world.

Carleton & Kissam,

Times Building, New York. 50 Bromfield St., Boston.

Also offices in all principal cities.

Chapter Seven.

THE CHICAGO Daily Globe.

(See last week.)

"Do you want the circulation, or a sworn statement?"

SOME OUTSIDE FIGURES.

LORD & THOMAS, the well-known advertising agents of Chicago, state in their Pocket Newspaper Directory (1891-1892) as follows:

DAILY GLOBE, - - - 40,000
SUNDAY GLOBE, - - 56,000

J. H. BATES, of New York, in his directory for 1892, says:

DAILY GLOBE, - - - 40,000
SUNDAY GLOBE, - - 56,000

PHILLIPS' Newspaper Rate Book, New York, gives the sworn circulation of the DAILY GLOBE of Chicago:

DAILY GLOBE, - - - 40,000
SUNDAY GLOBE, - - 56,000

FRANK S. GRAY,
GENERAL EASTERN AGENT.



CIRCULATION :

Daily, 10,000 Sunday, 12,000 Weekly, 18,000



IN AREA TEXAS IS AN EMPIRE

- AND -

Fort Worth is its Most Important City,

BEING THE GREATEST R. R. CENTER (St. Louis Excepted)
IN THE SOUTH OR SOUTHWEST.

THE wealth-power of printers' ink has yet to be fathomed. Large fortunes have been made by newspaper advertising, and the opportunity is greater to-day than ever. Look at the above map and read between the lines, and let the train of thought take a broad gauge. This object lesson tells more fully and quickly the commercial importance of Ft. Worth than can pen or tongue, and at once conveys to the mind an idea of the immense traffic that must follow the meeting of so many railroads at a given point.

SOLE AGENT FOR FOREIGN ADVERTISING.

S. C. BECKWITH • 48 • TRIBUNE BUILDING NEW YORK •

HOWELL & CO. NEW YORK. 111 111 111

DAILY AVERAGE, 36,037 COPIES SOLD.

Sunday Average, 22,504 Copies Sold.

The WORLD has the largest circulation of any daily published in Cleveland. Results are satisfactory to all who
USE THE WORLD.

If you want to reach the masses and all classes, the club man or the family circle, then
USE THE WORLD.

You
will notice
that this advertisement is in the
shape of a **diamond**.

You may not care for **diamonds**—probably would not wear them; yet it is pleasant to be able to gratify your taste if it runs that way. All **WORLD** advertisers are. Try it, and be convinced that the

CLEVELAND WORLD

is the **Kohinoor** of advertising mediums—a precious jewel whose brilliancy overshadows all other Cleveland papers.

**The leading Evening Paper
in the State of Ohio.**

It is, in **FACT**, a popular paper, sold at a popular price, made popular by the people.

Cleveland is a beautiful, wealthy as well as a busy city, and if you desire to reach a fine buying clientele
USE THE WORLD.

Money invested in a **WORLD** Ad. is safely invested. If you want to do profitable advertising in Ohio
USE THE WORLD.

**48 TRIBUNE BUILDING,
NEW YORK.**

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

**509 "THE ROOKERY,"
CHICAGO.**

Omaha Bee

Omaha Bee

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A. FRANK RICHARDSON,
EASTERN AGENT,

Tribune Building, NEW YORK.

Chamber of Commerce, CHICAGO.

Chamber of Commerce, CHICAGO.

Tribune Building, NEW YORK.

EASTERN AGENT,

A. FRANK RICHARDSON,

Omaha Bee

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Omaha Bee

Omaha Bee



A Doctor feels the pulse of
his patient to learn the cir-
culation. A. Frank Rich-
ardson puts his "pulse" in
"Black and White," and rep-
resents only Buffalo News.

CIRCULATION:	
Daily, -	25,772
Sunday, -	30,000
Weekly, -	40,000

